

LIFE

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You had a car till yesterday.

Protect your car with one of these
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*Be prepared—get your "Zerone"
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ZERONE[®] is made from the most efficient of all safe anti-freeze materials known. Three quarts of "Zerone" will do the work of four quarts of most other types of anti-freeze. "Zerone" needs only an occasional check-up. It improves cooling—retards rust and corrosion. Get Du Pont "Zerone"—it's the dollar brand in most demand.

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MAKE SURE the anti-freeze you buy won't leak out. You can do this by having your dealer carefully inspect the car's cooling system—check the thermostat—stop all leaks—and flush the radiator if necessary. He can do a better job of getting your car set for winter driving if you see him before the "anti-freeze rush," but remember, supplies of "Zerone" and "Zerex" are still limited.

For great entertainment by great stars, don't miss the Du Pont "CAVALCADE OF AMERICA"—on NBC stations every Monday evening.

REG. U.S. PAT. OFF.

The trouble with Women is...



The way they pick things up!

Knees straight, rear rearing! A downright ugly posture when it's accented by a shrunk-up dress. You'd think a girl would have learned by now... to bend at the knees, and to look for the "Sanforized" label on every washable cotton!



Their funny idea of good sense!

Some gals think they're smart when they buy cotton dresses sizes too big—to allow for shrinkage. Actually, they're being silly. With a "Sanforized" label you buy the right size, knowing it'll never shrink out of fit, out of style.



Sometimes they're SMUG!

About their oft-washed dresses that look good as new, for instance! Why, you'd think they'd discovered "Sanforized" all by themselves! Actually most everybody ought to know by now... whether you pay \$2 or \$20, the "Sanforized" label puts an end to shrinkage worries!

*To keep on looking smart
—it's got to keep on FITTING!*



*Look for this label on
every washable cotton!*

"Sanforized" ...the checked standard of shrinkage. The "Sanforized" trade-mark is used on compressive pre-shrunk fabrics only when tests for residual shrinkage are regularly checked, through the service of the owners of the trade-mark, to insure maintenance of its established standard by users of the mark.

Cluett, Peabody & Co., Inc.

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Tollgates were a common sight on the Vermont turnpikes of a century ago. Here the Boston-Saratoga Springs coach, loaded with holiday passengers, pulls up to pay toll on the Peru Mountain road out of Manchester. This famous old tollgate, last in the state, stood until 1917.

The toll is small...the gate is wide

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they have worked so long to enjoy.

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LIFE'S REPORTS

GREAT BOOKS

Methods of Socrates are revived in discussion groups of businessmen, laborers and housewives

by MILTON MAYER

(The scene: a big room with bare walls; a table—almost as big as the room—loaded with ash trays and open books; outside, the hum of assembly-line machinery. Around the table are some 40 men, mostly in shirtsleeves. Two of them take turns firing questions.)

"You agree then with Socrates, Mr. Hawkins, that rhetoric is nothing but the art of persuasion?"

"Yep."

"And has nothing to do with truth and is therefore a bad thing?"

A middle-aged man interrupts. "A lie is okay if it does nobody any harm."

"But, Mr. Kilgore, Socrates says that a lie always harms the liar."

"I don't care what Socrates says. When the bank went bust in '32 with all my old man's money in it, I never told him. He was 82. Why should I spoil his last years?"

"Would you lie to your own father, Mr. Trentino?"

"No, I wouldn't. What I think is..."

The argument rages for two hours. When the meeting disbands, the disputants are as far from agreement as ever. They are still arguing as they go out the door. They return to the argument at odd moments during the next two weeks, putting it up to their wives, their friends. Then they are at it again, for another two-hour session.

"Now, Mr. Morrison, if Machiavelli is right when he says that men are fickle, faithless and false, what makes Mr. Simkovitch tell his wife the truth about her new hat?"

Morrison, Kilgore, Trentino, Simkovitch and Hawkins are not medieval monks, cowed and cloistered. Neither are they hair-splitting scholars in an ivory tower. They and their classmates are horny-handed sons of toil, working stiff all. A few went to college; a few never went beyond grammar school. Most have had some high-school training. But they are as intimate with Plato's "ideas" as most doctors of philosophy. Maybe more so.

Besides being ordinary workers at the Stewart-Warner plant in Indianapolis, these men are feeding the production line of a new American enterprise—the "great-books" adult discussion groups—started 27 years ago by Novelist John Erskine and later taken up by Robert Hutchins of the University of Chicago. There are now two such groups in Indianapolis, 12 in Washington, D.C., sponsored by the Washington Public Library, some 50 in and around Chicago and 30 or so each in Detroit and Cleveland. Next year the University of Chicago will set up training classes for discussion leaders in six more large cities.

The great-books discussion scheme abjures both lectures and formal classes. It utilizes the so-called Socratic method—regular, more or less disciplined meetings of small groups for vigorous, continuing argument of all the persistent and enduring problems of human life and human society.

The heart of the Socratic method—with or without the great books as texts—is the seminar. It was revived in its great-books form by John Erskine. As a teacher at Columbia College, Erskine observed that because students took so many different courses, they



ROBERT M. HUTCHINS, University of Chicago chancellor, is a leader in promoting great-books discussions.

CONTINUED ON PAGE 4

FREE-ALL THREE

To New Members

The Very Latest Mysteries By **VERA CASPARY** (AUTHOR OF "LAURA") **MIGNON G. EBERHART** and **H.W. RODEN**

HERE'S a great three-in-one detective book that brings you hours of exciting reading. And it's now yours FREE, as a Membership Gift from the Detective Book Club! You get this volume containing three COMPLETE \$2.00 mystery novels—a \$6.00 value—without paying a cent for it.

Each of these three novels is a suspense-packed brand-new thriller by a topnotch mystery writer! Each is *absolutely complete* and *unabridged*. Yet this volume is just the right size for comfortable reading—with large type for hour-after-hour enjoyment. Accept this great "three-decker" book now as a gift!

The Murder in the Stork Club

By Vera Caspary (Author of "LAURA")

HENRY PENDLETON was the most notorious jitter in the famous Stork Club circle. And all his ex-girl friends were there that fateful evening. Suddenly Henry's mink-clad companion left. Then—Henry was found murdered.

Police combed the city for the "mystery woman in mink." Nobody knew who she was, except Detective Collins—HER HUSBAND! And who does the Stork Club hire to investigate—Collins! Don't miss that final, killer-trapping feast!

Five Passengers from Lisbon

By Mignon G. Eberhart

EIGHT people in a life-boat are dragged aboard a rescue ship, nearly dead. One of them is dead—with an ugly knife wound in his back. The others are now safe aboard the ship. BUT ARE

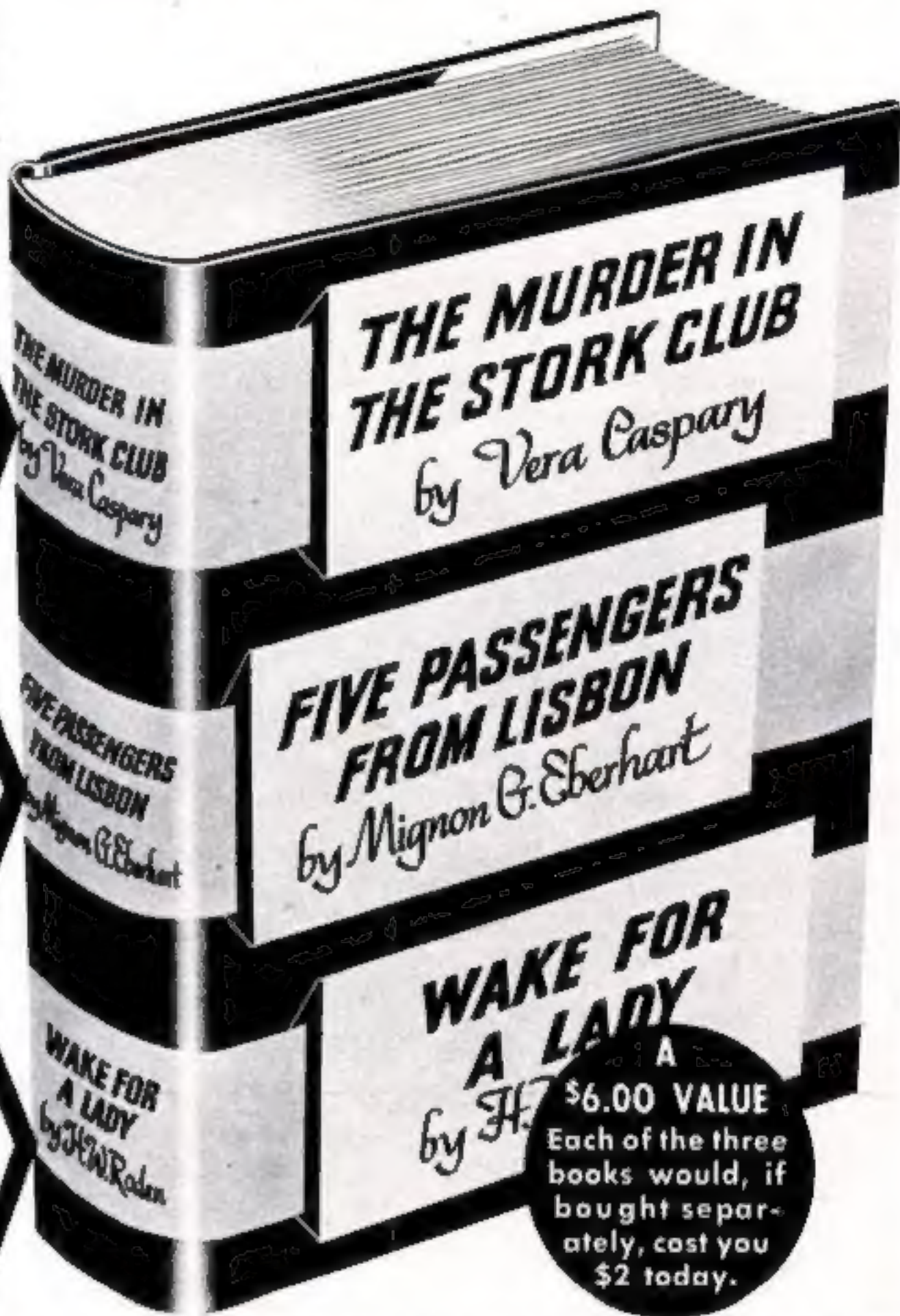
THEY SAFE? A man can quickly be pushed overboard—AND HE IS! In the blackness, it's simple for a deck stroller to get his neck slashed—AND HE DOES! In a stateroom a man can easily be shot—YES, THAT HAPPENS, TOO!

Wake for a Lady

by H. W. Roden

All Veronica Gorgeous O'Hara WANTED was a ticket to Hollywood fame. What she GOT was a ticket—TO MURDER! No. 1 on the murder parade was Spike Madigan. And Gorgeous had been seen visiting

him at 2 A.M.—the very hour the coroner said Spike had died. The murderess's widow pays the sleuths a fee to "confuse the case"—but the killer (who does a little "confusing" himself) sends Spike two more corpses for company!



WHY THE DETECTIVE BOOK CLUB GIVES YOU THIS TRIPLE-VOLUME FREE

MEMBERS of the Detective Book Club can get, in one handsome volume, three BRAND-NEW top-notch mystery novels each month—for the usual price of ONE! And EACH of the three is a complete, full length, unabridged and uncondensed novel. So that your eyes may be opened to what our members have been enjoying, you are invited to accept this latest three-in-one Club volume FREE.

If you bought *separately* these very LATEST triumphs of three famous modern mystery authors you would pay a total of \$6. (THE MURDER IN THE STORK CLUB has not been published separately in book form. It's an exclusive publication of the Club.) Yet as a new member, you don't pay a cent for these three novels! This is our way of introducing the many advantages you can enjoy as a member.

How This Club Brings You the Best Mysteries

About 300 new detective books are published every year. You can't read them all. It's hard to find the best. But a mystery by Ellery Queen, Mignon G. Eberhart, H. W. Roden, Erle Stanley Gardner, Vera Caspary, Agatha Christie, or Frank Gruber is sure to be good! ALL OF THESE, and many other famous writers, have had their books selected by the Detective Book Club. Many are members themselves!

The selections of the Club are ALL new books, not cheap reprints. As a member of the Club, you get three of them in one volume (a \$6.00 value) for only \$1.89! You do not have to take a volume every month—you may accept as few as four during the whole year and still save two-thirds of the usual price on those you purchase.

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HAIR NEVER LOOKS COMBED
COAT COLLAR LITTERED WITH DANDRUFF
ANNOYED BY ITCHING OF DRY SCALP

Is your hair dry, unruly, hard to handle? Then use Kreml Hair Tonic! Kreml makes hair a pleasure to comb. It not only keeps it neat as a pin—it also removes dandruff flakes, relieves itching of dry scalp—leaves scalp feeling so clean—alive—fresh as a daisy.



LOOKS LIKE A CHEAP GIGOLO
WITH HAIR GLUED DOWN SO UGLY-

What wife or sweetheart likes "her man's" hair plastered down with greasy goo? Kreml keeps hair neatly groomed—gives it a rich attractive lustre yet never looks greasy—never leaves any rancid, greasy odor. Kreml always feels and smells so clean on both hair and scalp.

A REAL 'GO-GETTER'
AND 'GAL-GETTER' WITH
KREML GROOMED HAIR

A survey shows Kreml is preferred among America's top-flight executives. And no wonder! Kreml goes in for more modern "natural looking" hair grooming. It never cakes hair down. Never feels sticky or gummy. Kreml leaves the hair feeling so much softer, more pliable. Use it daily for a cleaner scalp—for better-groomed hair.

Ask for a Kreml application at your barber shop. Buy a bottle at any drug counter.



KREML Hair Tonic

A product of R. B. Seiler, Inc.

Keeps Hair Better-Groomed Without Looking Greasy—
Relieves Itching of Dry Scalp—Removes Dandruff Flakes



LIFE'S REPORTS CONTINUED

could communicate with each other about girls, football and nothing else. It seemed to him that the common ground on which all students might meet would be the common textbooks of mankind—the classics of every land and every age. As director of the AEF Educational Commission in the months after the first World War, Erskine was able to test his theory on doughboy students at the University of Beaune in France. In 1919 Columbia College adopted his seminar as an honors course. Later the American Library Association reprinted his famous list, the *Classics of the Western World*. Erskine's technique remains unchanged in the Chicago revival. The adult seminars meet one evening a fortnight—Erskine's undergraduates met once a week—for a two-hour free-for-all with a book read during the interim.

The formula is simple, the machinery simpler still. The leaders are not teachers. They deliver no lectures, recite no facts and pour no profundities. Their role is not that of Mark Hopkins on one end of a log, but of Socrates on one end of a question. Their only function is to get up the steam in the cranial boiler of the students and their only qualification as leaders, possession of 1) grade-school literacy, 2) love of good-natured argument and 3) a thorough knowledge of the books.

Many eminent scholars have fallen flat as discussion leaders. Unaware that teaching is a two-way process, they cannot refrain from delivering a lecture. The able leaders try to break down the student's position, whether the leaders themselves think the position is right or wrong. The student may have stumbled on the right answer or he may have memorized it; in either case he is not learning. By challenging him the leader forces him to think the question through.

A discussion of almost any political treatise produces the assertion that democracy is the best form of government. The leader then presses every historic argument against democracy—the problem of minority rights, instability of government, inefficiency of administration, men's inability or disinclination to govern themselves. At the end of two hours of hard infighting, what may have been nothing more than a shibboleth when it was first asserted has become an understood principle. The student not only knows that he

"Not just better
because they're different"



...but Different
because they're Better
PAL HOLLOW GROUND

Being just different isn't enough—Pal's are different 'cause they're better. One Pal shave will convince you.

You see, other razor blades are ground like a pocket knife, and the edges are rigid in the razor—



But Pal blades are different—Leather Strapped & Hollow Ground like a barber's razor, and edges are flexible in razor.

Result: Pal Hollow Ground Blades follow facial contours effortlessly. Your shave is cool, quick, no "bearing down." And delicate edges last longer, too. That's why millions call it the

Pal 'Feather Touch' shave



4 for 10c
10 for 25c

25 for 50c

ECONOMY SIZE 50 BLADES \$1
DOUBLE AND SINGLE EDGE

Now—RUST-RESISTANT

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HOLLOW GROUND RAZOR BLADES

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CONTINUED ON PAGE 7

PRIMER OF PERFECT PROTECTION



FRESH is for Orchids

brought from jungle to corsage
at full bloom of fragile beauty

and for Oysters

sealed with full-flavored January
goodness for July enjoyment



Here are two more examples of the many miracles of **PLIOFILM** packaging, now bringing new zest to living.

You see, this shimmering, transparent wrapping has the unique quality of locking in flavor-giving juices, healthful vitamins, natural color, in any perishable — fresh or frozen — *because it is truly moistureproof!*

It does this so well, fresh fruits and vegetables can now be *naturally* ripened and brought to market with their fresh-picked goodness intact — without fear of spoilage. And it protects rare flowers from wilting.

On frozen foods, **PLIOFILM** prevents dehydra-

tion and “freezer burn” — safeguards flavor and appearance, prevents shrinkage — keeps even such delicacies as oysters in prime flavor because it is liquid-tight.

All this has been proved in countless tests by leading food packers and agricultural colleges. **PLIOFILM** is now available again for food packaging — that’s why so many choice eatables are tasting better than ever today. Look for it — for *goodness* sake! Packagers: write Goodyear, Chemical Products Division, Pliofilm Dept., Akron 16, Ohio.

IF YOU HAVE A FREEZER LOCKER — use **PLIOFILM** lined cartons, sheets or bags to keep all foods perfectly. Available at locker plants.

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A PRODUCT OF GOODYEAR RESEARCH



Plioform — T.M., The Goodyear Tire & Rubber Company



Ham Halo and Lipton's chickeny Noodle Soup for a heavenly meal

YES, it's heavenly. And wonderfully *handy* and *inexpensive*—when there's a leftover ham in the icebox! First course: Lipton's Noodle Soup! Rich and chickeny tasting—just like grandma's own homemade chicken soup. With oodles of tender egg noodles floating in its golden, parsley-flecked broth!

Next—Ham Halo—a flavorful follow-up for hearty, homemade-tasting Lipton's!

Recipe for Ham Halo

5 tablespoons fat	3 cups milk
5 tablespoons flour	2 cups diced ham
1½ teaspoons prepared mustard	1 recipe biscuit dough
1½ teaspoons salt	4 tablespoons chopped green pepper

Melt fat. Remove from heat. Stir in flour and seasonings. Gradually add milk, mixing well. Cook over low heat, stirring constantly until thick and smooth. Grease 8-inch ring mold.



20 minutes or until done. Let stand about 5 minutes before removing from pan. Serve with remaining sauce. Serves 6.

No need to fret about quick-to-fix Lipton's until your Ham Halo is almost done. Then empty a package of this grand soup mix into boiling water. In just 7 minutes you get a delicious, *fresh-cooked* noodle soup!

And to complement this praise-winning pair—serve buttered peas, julienne carrots, hearts of lettuce salad, with rosy pears for dessert. Thrifty? Why, the entire meal is—especially Lipton's! One package will serve 4 to 6 steaming bowls of the grandest, old-fashioned chickeny noodle soup you've ever tasted.

Place ham in bottom; cover with 1 cup sauce. Add green pepper to biscuit ingredients. Cut dough into 2-inch biscuits about ¾ inch thick. Arrange on ham. Bake in hot oven (425° F.)



Made by the makers of that brisk Lipton Tea

LIPTON'S NOODLE SOUP

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LIFE'S REPORTS CONTINUED

believes in democracy; he begins to understand why.

Why do people have to read books in order to study? Why can't they just meet and talk about these problems? The question is like asking why an athlete needs a coach. Most adult conversation is superficial; great books introduce ideas that are deeper and broader than our own and, to the extent that they are great, they are free from petty or provincial prejudice. Machiavelli, Lincoln, Rousseau, Locke and the Bible raise sharp and (for most of us) new arguments on the threadbare question of "What Shall We Do with Germany?"

There are not "100 great books," or 1,000. (The *Encyclopaedia Britannica* is preparing the publication of the great books under Hutchins' editorship, and the set of 54 volumes will contain 509 works of 71 authors.) There is no List with a capital L. The great books are simply the books which deal most incisively, most eloquently, most universally and most timelessly with man and his world. They are the unweathered cornerstones of the human community—of the "one world" we talk about. *Oedipus Rex*, 24 centuries old, and *Henry V*, 3½ centuries old, have recently taken New York by storm on the stage and the screen. The authors of great books, though they lived centuries and continents apart, all went to school with each other; they present, taken all together, a continuous discussion of mankind's common problems. And the reason the discussion groups are exciting is that the minds that raise the questions are the most exciting minds the world has known.

Good books can be badly taught, and generations of bad teaching have attached the stigma of "dreary" to some of the liveliest books ever written. The informality of the seminar method converts the study of the masterpieces of mankind into truly human entertainment. Meyer Kestnbaum, president of one of America's leading clothing firms, having discussed the system of bourgeois production in connection with the reading of *Das Kapital*, is asked, "Is this the gospel according to Marx?" "No, sir," says Mr. Kestnbaum, "it's the gospel according to Hart, Schaffner & Marx." Another student describes God after reading St. Augustine's *Confessions*: "First you think of



From the daring pen of BEN AMES WILLIAMS—who also gave you "Leave Her To Heaven"—comes this story of a woman whose beauty was as strong as sin and twice as deadly.



HUNT STROMBERG
presents

HEDY LAMARR

in

The Strange Woman

co-starring

GEORGE SANDERS • LOUIS HAYWARD

with HILLARY BROOKE • GENE LOCKHART • JUNE STOREY • RHYS WILLIAMS

Produced by JACK CHERTOK • Directed by EDGAR ULMER • Screenplay by

HERB MEADOW • Based on the novel "The Strange Woman" by BEN AMES WILLIAMS

A Hunt Stromberg Production

Released thru UNITED ARTISTS

CONTINUED ON NEXT PAGE

Are you in the know?



When a blind date's disappointing, would you—

- ☐ Back out gracefully
- ☐ Make like a martyr
- ☐ Grin and bear it

Your blind date's gruesome? Grin and bear it! Even stupor-man has feelings. Besides, he probably has friends . . . dream-beam material you'll get to know, in time. So stay in the picture; whether

it's dancing, bowling or whatever. And on calendar days let Kotex keep you comfortable, with out-of-this-world softness that lasts because Kotex is made to stay soft while you wear it.



For lip-appeal plus, should you—

- ☐ Wear a sultry shade
- ☐ Use a lip brush
- ☐ Revise the shape of your mouth

Know your pucker-paint technique. On you, a true red shade looks better than sultry, siren stuff. And don't try to re-shape your mouth! Following its contour with a lip brush can give you lip-appeal plus. For your extra protection (on problem days), Kotex gives you an exclusive safety center. And those special, flat tapered ends free you from tell-tale outlines. So, you get that high octane kind of confidence with Kotex!

More women choose
KOTEX than all other
sanitary napkins



A DEODORANT in every Kotex* napkin at no extra cost



Which plaid should "chubby" pick?

- ☐ A kingsize design
- ☐ A petite pattern
- ☐ Neither

Even if you're a plumpish pigeon, you, too can wear plaids. But whether jumbo or tiny patterns intrigue you—pick neither: A medium-size plaid is your best bet. And speaking of sizes, here's a thought for certain times: Only Kotex has 3 sizes, for different women, different days—Regular, Junior, Super Kotex. So you can choose the size that's best for you. What's more, every Kotex napkin contains a deodorant—to help you stay dainty-fresh.

LIFE'S REPORTS CONTINUED

an old man with a beard. Then you take away the beard. Then you take away the old man. What's left is God."

Salem Baskin, Chicago advertising man, provides his classmates with slogans, some of them in rhyme, for every book. St. Thomas Aquinas' *Treatise on Law* is capsuled as "A law is a law is a law." Machiavelli's *The Prince* is reduced to "Do unto others as they would do unto you, but do it first." Aristotle's *Ethics* is packaged as "The rich don't know how to live, but they sure know where." And the author of *The History of the Peloponnesian War* is immortalized in a heroic couplet, "The champ obscurant is old man Thucydides; every page in his book conceals the lucidities."

The levity that punctuates the discussions emphasizes the fact that the objective of the great-books program is not technical or scholarly training but general education for ordinary men and women. In addition, since the authors are great liberal artists, it is liberal education. It seeks to liberate the minds of adults from trivial concerns and lazy predilections and to focus those minds on the problems that underlie the newspaper headlines.

The great-books groups read both sides—and sometimes more—of every historic issue. Hutchins & Co. hold that if men are fit to govern themselves, they are fit to think for themselves. They insist that the democrat who does not want to read—or let others read—the *Communist Manifesto* betrays his despair of conservatism; the believer who suppresses Darwin is a man of little faith; and the atheist who spurns the Bible is afraid of God. Accused of teaching one "ism" or another, Mortimer Adler says, "If *Mein Kampf* were as intelligently written as Marx's *Das Kapital*, St. Augustine's *Confessions*, Lucretius' *On the Nature of Things*, Adam Smith's *Wealth of Nations* and Locke's treatises *On Civil Government*, we'd be teaching fascism in addition to communism, Christianity, atheism, capitalism and democracy."

Previous schooling, according to the Chicago teachers, has no connection with ability to read great books. The college graduate is, if anything, at a disadvantage. He may have more specialized knowledge than his unschooled fellow students in the adult discussion groups, but when he goes to the mat in ideas, he is

Never neglect a pin scratch



Any pin scratch can become infected. Never take a chance.

Cleanse the scratch properly. Then put on a BAND-AID®—the Johnson & Johnson adhesive bandage. It comes to you sterile; keeps out dirt; helps prevent infection, avoid irritation.

Four times as many doctors recommend BAND-AID as any other ready-made adhesive bandage. Keep one box at home—one where you work.

*BAND-AID is the Reg. Trade-mark of Johnson & Johnson for its adhesive bandage.

The quick, easy way to bandage a scratched hand



CONTINUED ON PAGE 15

ARE YOU GIVING YOUR CHILD THIS HELP?

If your child's report cards are not as good as you think they should be, perhaps this is the reason:

Writing in longhand is *slow* and *tiresome*, often proves a handicap to many bright-minded students.

What your child actually may need is a *portable typewriter!*

Here is why: Tests made by educators among thousands of school children revealed that when work is typed . . . *marks definitely improve!*

So give your child a Royal Portable—the portable with the *keyboard* and *features* of an office typewriter—and give him a *better* chance for *higher* marks!

How a Royal Portable can help your child:



Helps do 17% more work! The average student's work output increases 17% when work is typed, according to school research statistics. Reason: typing is *quicker*, *more enjoyable* than longhand. Students find a Royal Portable is particularly *fast* and *easy* to use because of its many *work-saving*, *speed-assuring* features!



Springboard to careers! Students who learn to type on Royal Portables will find it easier to handle office jobs later. Reason: Royal Portable has the *keyboard* and *features* of an office typewriter. No trouble to switch! See your Royal Portable dealer—place your order now!



Better marks, fewer mistakes! According to tests made by educators, typing *reduces* spelling errors on an average of 40% . . . *cuts down* mistakes in English on an average of 32%. Students who use

a Royal Portable find its *effortless* touch—individually adjusted by famous "Touch Control"—minimizes the writing task, helps them concentrate on their work. *Better marks, fewer mistakes* result!



The right machine for your child! The Royal Portable is the standard typewriter in portable size—with such work-saving Royal features as these: (A) "Magic" Margin for quick and easy margin-setting. (B) Shift Freedom, no bobbing carriage

when making capitals. (C) Speedy Finger-Flow Keyboard, standard in size and key slope. (D) "Touch Control" which adjusts to individual speed and touch. Royal has two models, Quiet De Luxe and Arrow. Quiet De Luxe is shown above.

ROYAL PORTABLE

THE standard typewriter in portable size

"Magic" and "Touch Control" are registered trade-marks of Royal Typewriter Co., Inc.

Campus Favorites!



COLLEGE MEN especially go for Scandals' style, fit and comfort! Dart-stitched pouch gives mild support. No-gap fly. Full seat coverage. Elastic waistband.



WHEN IT'S REIS it's right! Reis Sportshirts, Reis T-Shirts—in fact all fine Reis Sportswear—are right out of the "top drawer" in style, material and workmanship.

ON THE CAMPUS—AND EVERYWHERE! Today, more and more men are turning to Reis for quality underwear, sportswear, pajamas, hosiery. The reason? Because they've discovered that Reis merchandise is made right, styled right, and priced right. Be sure to look for the distinctive Reis label at the better men's shops and department stores.



ROBERT REIS & COMPANY, 2 PARK AVENUE, NEW YORK 16, N. Y.

LIFE'S REPORTS CONTINUED

often more timid and more narrow. An analysis of the University of Chicago great-books classes—where the tuition is \$30 a year—shows that about half the students have had some college training, about one fourth have completed college and about one fourth have not gone beyond high school. Housewives are the largest single group, slightly outnumbering professional persons (teachers, lawyers, librarians, engineers, physicians, social workers). The next largest group is clerical (secretaries, stenographers, auditors, accountants) and the next largest "proprietors, managers and officials," including the manager of a liquor store, a funeral director, a hearing-aid consultant and the owner of a fertilizer business.

In the community groups there is no tuition charge, and the overhead, except for the books required, is carried by the libraries or school systems involved. Here a larger percentage of skilled and white-collar workers is found. In the Stewart-Warner factory group the Chicago professors who took turns there as leaders unanimously report that ability to grasp and consider philosophical problems is as high as in any other class.

The sponsors of the great-books program, seeing their project catch fire on an unimagined scale, are worried, and perhaps properly, lest they find themselves running a cult. They want their students to realize that there is no magic in books; no cure-all, no easy therapy for individual or social headaches or heartaches. After all, the authors of these books, with one exception, were indisputably human beings, and to err is human. Neither the reading of good words nor the pondering of good works will change the world overnight.

Taken, however, as a substitute for the aimless diversions of ordinary men and women, a program of genuine education has the power of lifting lives out of the rut in which lives tend to settle. And whether it is true that in 1946 the adults of America have got to be educated in a hurry for intelligent citizenship; or whether, to look at it a little more brightly, the atomic age means leisure undreamed of for everyone, the reappearance of Socrates after 20 centuries is not likely to do any harm.

HEADACHE



TAKE FAST-ACTING BROMO-SELTZER



RELIEF!



Fast-acting Bromo-Seltzer is what you want when headache strikes! Because Bromo-Seltzer is the 60-year-proven product that fights ordinary headache these three ways:

1. Helps relieve headache pain
2. Helps relieve upset stomach
3. Helps quiet jumpy nerves

which may team up to cause trouble.

Easy to take: Simply put teaspoonful in a glass and add water. Bromo-Seltzer effervesces with split-second action. Caution: Use only as directed.

Get Bromo-Seltzer at your drugstore counter or fountain today. Compounded in four convenient home sizes by registered pharmacists.



For **FAST** headache relief
BROMO-SELTZER

A PRODUCT OF EMERSON DRUG COMPANY SINCE 1887

JUNE HAYER—co-starring in Twentieth Century-Fox' "THREE LITTLE GIRLS IN BLUE" in technicolor.

Natural color tone

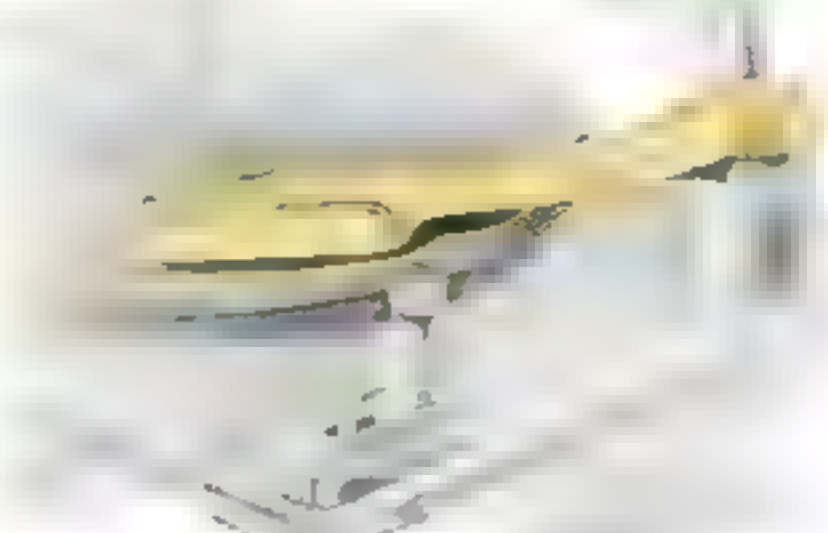
Here is the stuff of dreams—yours through the electronic magic of these exciting new G-E radios

♪ You've never heard radios like these. Never really known the beauty in favorite records until that revealing moment when you play them on one of these new General Electrics.

Thanks to war-born electronics, mechanical barriers between you and the artist melt away. You revel in the glorious realism of natural color tone. And this tonal beauty is matched by the beauty of design and fine craftsmanship you'll find in every G-E radio—from dependable portables and compact table models to gracious and charming consoles.



Unusually beautiful rosewood brown plastic radio for both long and short wave broadcasts. Natural color tone. Dynapower speaker. 6 electronic tubes including rectifier. Tone control. Plays on AC or DC. Look for Model 220.



Sensational new G-E Electronic Reproducer recreates recorded music on an electronic wave. Self-protecting genuine sapphire stylus banishes old style needle. Reveals previously hidden beauties in the most familiar records.



Here's the radio-phonograph you've waited for these many years, combining the miracle of FM—standard broadcast—short wave—and the amazing new G-E Electronic Reproducer. Cat-quick record changer. 10 tubes including rectifier. 6 push buttons. Graceful period cabinet. Ask for model 417.

GENERAL  ELECTRIC
170-810

LEADER IN RADIO, TELEVISION AND ELECTRONICS

RADIOS



Glorious tone—superb reproduction—the kind you'd expect in a large console—are yours in this compact radio-phonograph. 6 tubes including rectifier. Cat-quick record changer. G-E Electronic Reproducer. See Model 303.

Golden moments—alive with
TRUE COLOR!



It's GORGEOUS, isn't it?

We mean the way Ansco Color Film captured the *true colors* of healthy, sun-tanned skin, the sheaves of golden corn.

Ansco Color Film makes lifelike, accurate, color transparencies . . . true-color pictures.

And your dealer should have it right now—in 35mm cartridges, 120 (B2) or 620 (PB20).

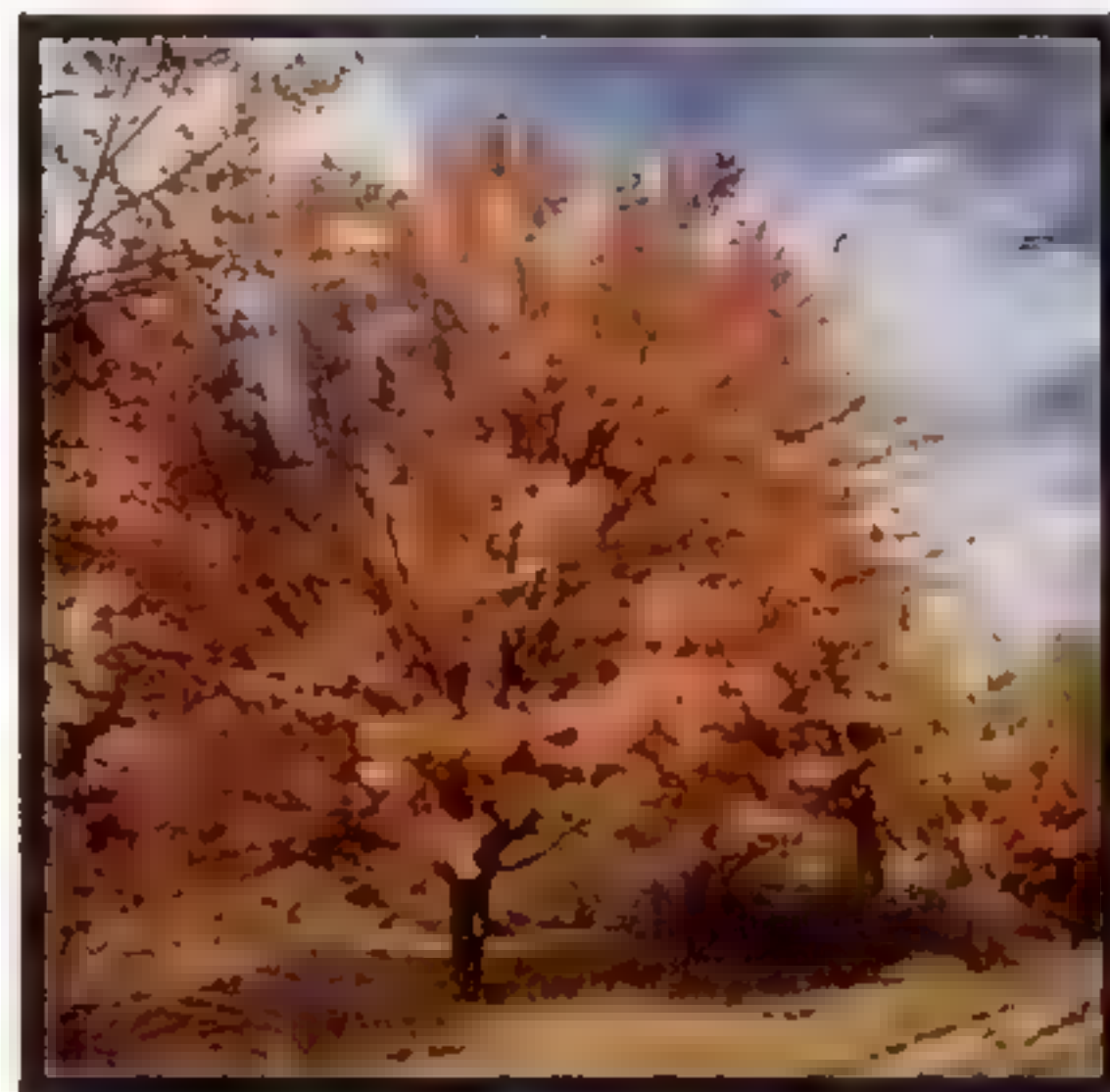
rolls, and standard sheets. You can get 16mm Ansco Color for movies, too!

Start now, before another lovely autumn day rolls away, to form your own collection of treasured moments in vibrant, *living color*! Ansco, Binghamton, New York. A Division of General Aniline & Film Corporation. General Sales Offices, 11 West 42nd Street, New York 18, N. Y.

Ask for **ANSCO**
color film!



Have you a daughter? Few subjects are more appealing than a girl with her favorite doll. Make your child's pictures on Ansco true-color film, have color prints made on Ansco Color Printon. You'll get extra enjoyment from pictures in full color.



Autumn is a season of radiant color. See how Ansco Color Film brings out the rich, luxuriant beauty of the turning leaves! They're so realistic they seem to whisper in the crisp fall air. Nature is an ever-pleasing subject for your camera.



Know any of these kids? Bet you'd like to see such happy, smiling faces around more often! Well, all you have to do to preserve glad times is record them on Ansco Color Film—then you've caught the merry, laughing moments forever.

The
Lowest Priced
Nationally
Advertised
Tooth Brush
in America

only 23¢

IN DUST-PROOF
CARTON

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SLICK TRICK
with
SCOTCH TAPE

ADD MONTHS of life and fun to broken toys by mending them with strong, firm-holding "Scotch" Tape.

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BRAND

SEALS WITHOUT MOISTENING
25¢ at your favorite store

Scads of "Scotch" Tape ideas in the new free "Slick Tricks" booklet. Send for yours today...and if you have some clever hunches on how you use "Scotch" Tape, let us hear from you! Minnesota Mining & Mfg. Co., 917 Fenwick Ave., St. Paul 6, Minn.

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LIFE

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Charles Buntjer, 8, is wrestling with a tough first-grade problem at the Pecatonica, Ill. one-room rural school (see pp. 81-84).

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Pure...**



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because **PHILIP MORRIS**
tobaccos are
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Here's double assurance of **PHILIP MORRIS** quality!

1. **PHILIP MORRIS** tobaccos are pasteurized for your protection... purified and mellowed by radiant heat for a **CLEAN, FRESH, PURE** smoke!

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Remember this next time you buy cigarettes. From now on...

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PHILIP MORRIS

ALWAYS BETTER... BETTER ALL WAYS

Pasteurized for Your Protection... Thermo-vized for Better Taste



GRAND PRIZE WINNER WAS DRAWN BY VANCOUVER, WASH. ARTIST BASIL WOLVERTON, WHOSE WIFE THOUGHT IT TOO HUMAN TO WIN



SNARLING LENA is work of a 40-year-old Lancaster, Pa. interior decorator named J. A. de Ricard.



NIGHTMARISH LENA was submitted by James Stewart, 20, of Des Moines, Iowa *Register and Tribune*.



SNAGGLE-TOOTHED LENA, whose eyes mirror Li'l Abner, came from A. H. Anderson of Fargo, N. Dak.

SPEAKING OF PICTURES

... 500,000 PEOPLE

DRAW LENA THE HYENA

Possibly the ghastliest art competition in the history of U.S. newspaper promotion came to a shuddering finale this week when the winner (left) of the great Lena the Hyena contest was announced from more than half a million grisly entries (right and below). The contest was started by Al Capp (LIFE, June 24), who, in his comic strip, *Li'l Abner*, introduced the world's ugliest woman, Lena the Hyena of Lower Slobbovia. Lena was so horrible that Capp shrewdly refused to show her face, ran a blank space. To fill in the space thus censored, readers deluged city editors of newspapers all across the country with hundreds of pictures too horrible to print, thousands of others which were repulsive but printable. Capp promptly turned this into a contest, offered a \$500 prize for the best, or worst, Lena.

Most of the 381 newspapers that run Capp's strip offered readers local cash prizes and books like *The Troubled Mind* for the most gruesome Lena. In Amarillo, Texas an over-ambitious theater manager produced a Lena which his home-town paper refused to print. In San Diego, Calif. by far the worst Lena was drawn by a young mother of two children. The local winner in the Saint Petersburg, Fla. contest was a Baptist minister.

Entries ranged from schoolchildren's ugly versions of their teachers or mothers to fantastic drawings by adults who, for the first time in their lives, had apparently found a legitimate outlet for a long-repressed vindictiveness. A noted psychiatrist, confronted with a sampling of frightful Lenas, found they expressed all sorts of frustrations, fears, lusts and general disappointment in women. Fascinated, he asked for copies of the drawings as a basis for an article about the contest for a psychiatric journal.



RUNNER-UP WAS BY NEW YORKER RALPH BODEN, WHO WORKED ON ATOMIC BOMB



MOP-THATCHED LENA was the engaging entry of Arthur Appenfelder, a commercial artist of Cincinnati, Ohio.



CROSS-EYED LENA, by Cartoonist Bill Boy-nansky, 26, was local winner in Binghamton, N.Y.



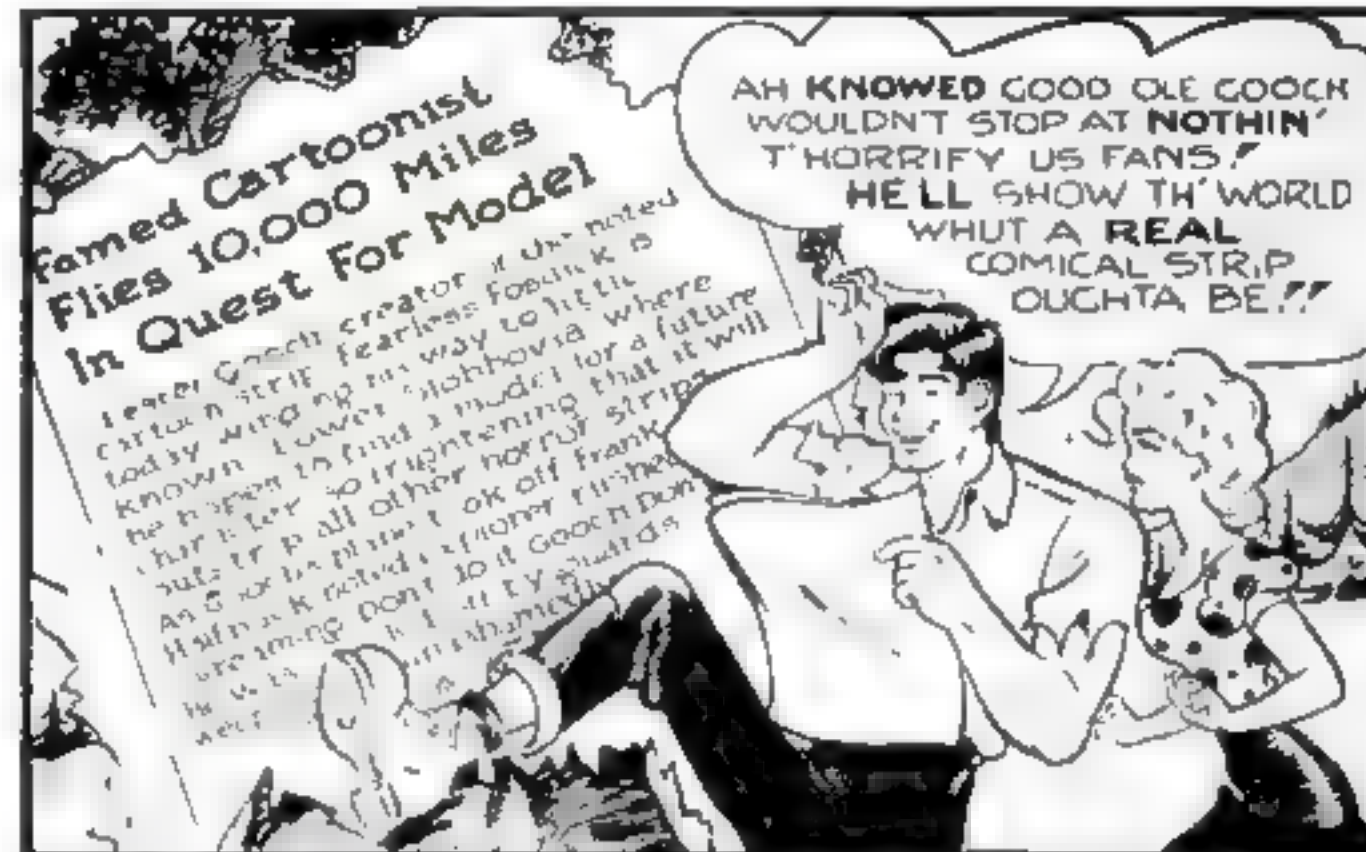
ELEPHANTINE LENA is work of a New York City student of interior design named John Nardella, 25.



THE FLORSHEIM SHOE COMPANY • CHICAGO • MAKERS OF FINE SHOES FOR MEN AND WOMEN

SPEAKING OF PICTURES

CONTINUED



SAGA OF LENA began last spring when Li'l Abner urged his favorite cartoonist, Lester Gooch, to regain his status as king of the funny page by drawing an "onbarubbly disgustin'" lady (top panel). In apocryphal Lower Slobbovia the cartoonist found his model (second panel), was rescued from marrying her by Li'l Abner (third panel), who was saved from a similar fate when Lena heard the song that Li'l Abner's girl inspired, *Li'l Abner, Don't Marry That Girl*.^{*} As the story goes on, Lena is adopted by Li'l Abner's family and comes to Dogpatch, U. S. in time for the traditional Sadie Hawkins Day race.

^{*}© AL CAPP ENTERPRISES, INC.

Get set for Winter...



with a Texaco *FALL* Check-up!

- 1. For quick starts . . .** Change now to New and Improved Havoline Motor Oil. It releases more power in your engine because it *cleans as it lubricates*.
- 2. For riding comfort . . .** Avoid squeaks, hard-riding. Protect chassis and body wear-and-tear points with long-lasting *Marfak* Lubrication. Lasts for at least 1,000 miles. Applied by chart, never by chance.
- 3. For easy gear-shifting . . .** Protect costly gears from wearing, grinding friction. Change now to *winter grade* Texaco Transmission and Differential Lubricants.
- 4. For safety, peace-of-mind . . .** Don't delay! Get Anti-Freeze protection at once. Have battery and spark plugs checked. See your Texaco Dealer today for *all* the winter services your car needs.

TEXACO DEALERS

where you get...



SKY CHIEF
GASOLINE



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MARFAK
LUBRICATION



THE TEXAS COMPANY

TUNE IN . . . Texaco Star Theatre presents the new Eddie Bracken show every Sunday night. See newspapers for time and station.

RCA VICTOR MAKES ITS

First in history to pass the billion mark, RCA Victor outdistances all other companies by a wide margin . . . convincing proof of artistic and technical leadership over 48 years.

This week RCA Victor commemorates the manufacture of its billionth record. This enormous output reflects a similar demand . . . the public's preference for RCA Victor artistry and quality. No other company comes close to this achievement.

Throughout the nation, RCA Victor dealers are now offering a special commemorative record . . . and special displays of other superb RCA Victor records and albums. You will also see matchless radios and Victrola* radio-phonographs that climax these 48 years of RCA Victor leadership.

So, see your RCA Victor dealer within the week, during his gala billionth-record celebration. Choose from the thrilling selection he offers you, a treasure indeed of "the music you want when you want it."



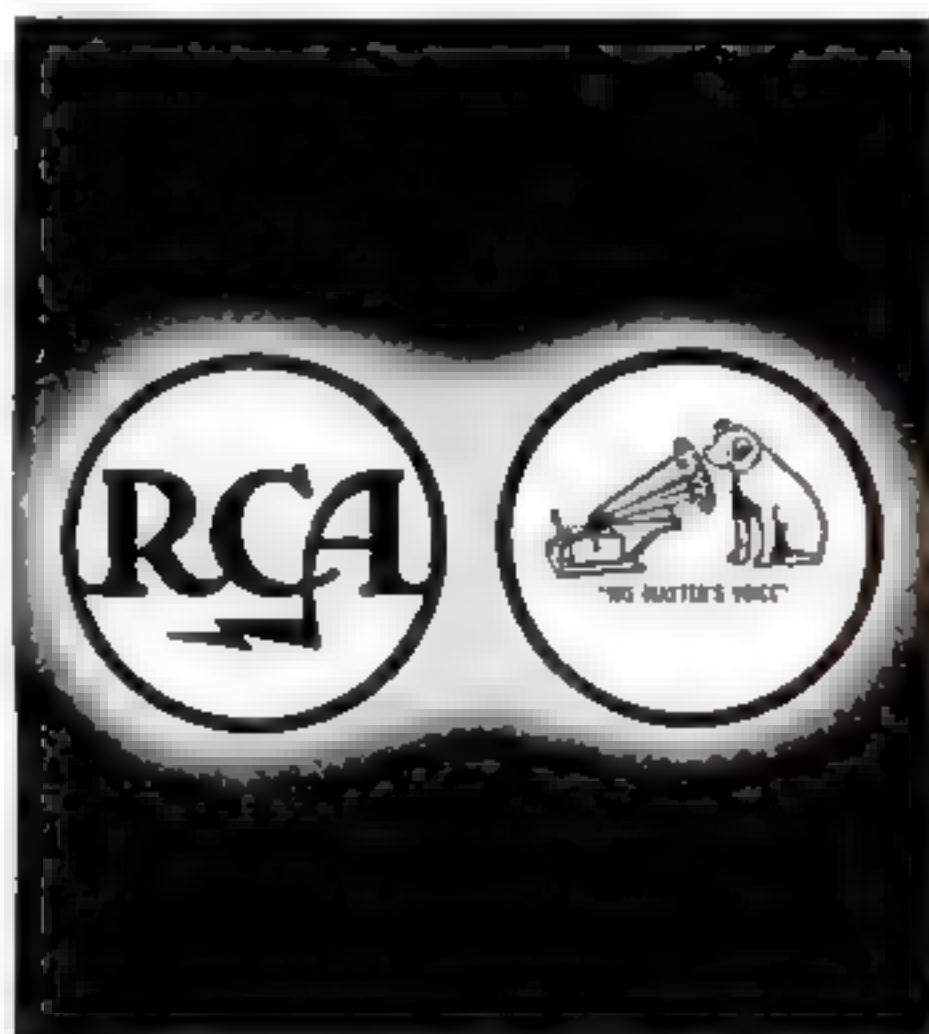
1898 "Nipper" has been with RCA Victor from the start. He is the dog in the RCA Victor trade mark, attentively listening to "His Master's Voice." Nipper was a real dog, painted from life by his master, artist Francis Barraud. This world-famous trade mark has been registered in the United States Patent Office.



1901 The oldest master record in RCA Victor's huge library was made on January 21, 1901. It is a banjo solo played by Vess Ossman, "Tell Me, Pretty Maiden." Other Victor Records were on the market even before this date.



1925 Victor introduced electrical recording. Picture shows Bourdon orchestra recording through microphone. Musicians are arranged in normal positions. These Victor Records gave far richer, truer tone. Orthophonic Victrola came in same year, further improving reproduction.



1929 Victor merged with Radio Corporation of America. Records were now made and played by electronics—and this merger combined unrivaled skills in recording and electronics.



1945 RCA Victor introduced the ruby-red non-breakable 'Red Seal' De Luxe Record, fruit of 11 years of research. It has less surface noise, brings amazing realism.

THE WORLD'S GREATEST ARTISTS ARE ON RCA VICTOR RECORDS

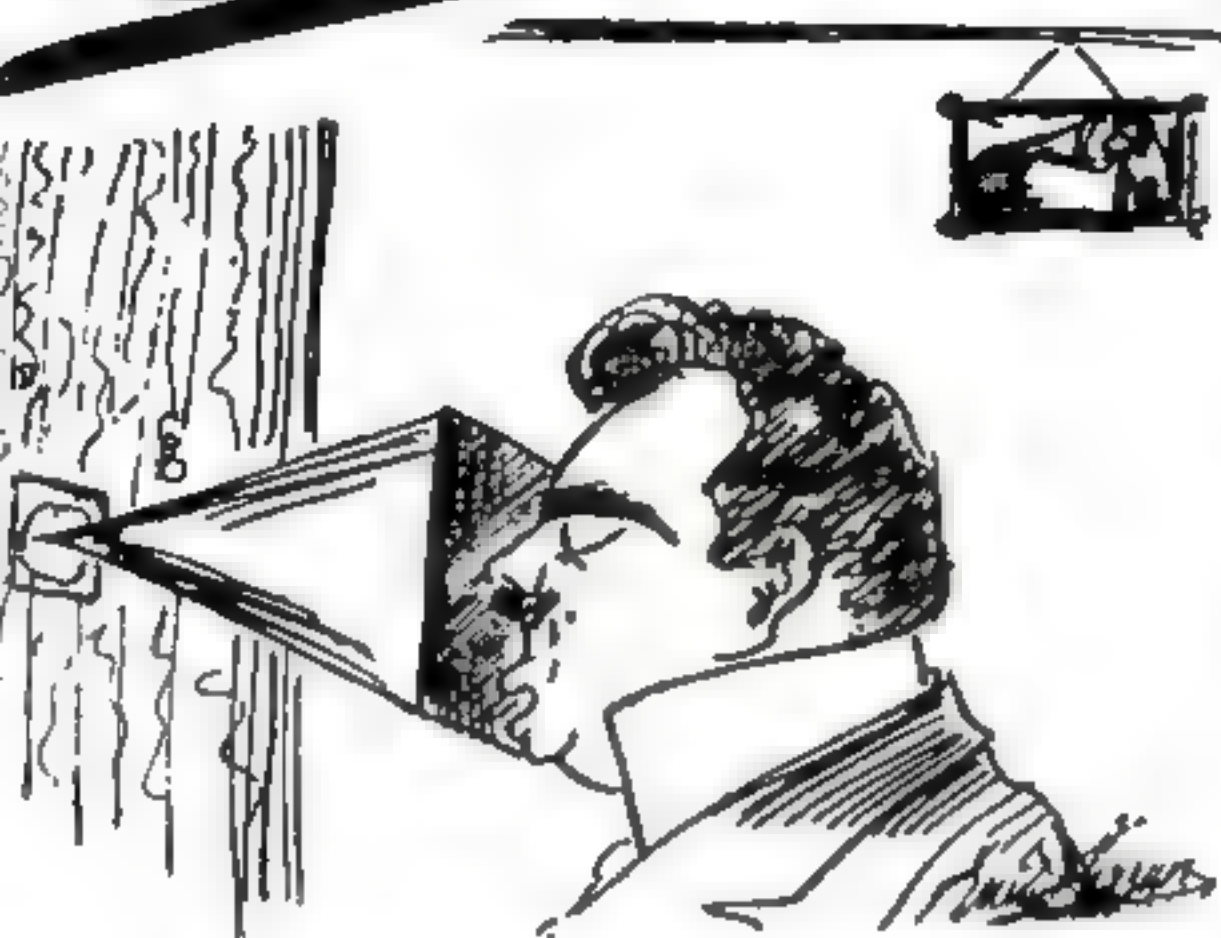
RED SEAL ARTISTS

ALBANESE	BRANOWSKY	FEUERMAN	ITURBI	LUBOSHEVITS &	MERRIMAN	PLATOFF DON	SHAW	SIR THOMAS BEECHAM, Baronet
ALDA	CARUSO	FOX	JERTZA	NEMENOFF	MEANOV	COSSACK CHORUS	STERN	FIEDLER (Boston "Pops" Orchestra)
ANDERSON	CASALS	GAGNIER	JONES	LYNCH	MOORE	PRIMROSE	SWARTHDUT	KODALY (Boston Symphony Orchestra)
AREAU	CHALIAPIN	GALLI-CURCI	KAPELL	MACDONALD	MOORE	QUARTARARO	TETRAZZINI	MITROPOLIS (Minneapolis Symphony Orch.)
BAMPTON	CORDON	GIGLI	KIPNIS	MARTINELLI	MORU	RACHMANINOFF	THEBON	MONTEUX (San Francisco Symphony Orch.)
BARRYMORE	CROOKS	GONIN	KIRSTEN	MAYNOR	MORSEL	REED	JOHN C. THOMAS	STOKOWSKI (Hollywood Bowl Symphony Orch.)
BERGLUND	D'OYLE CARTE	GRANDJEAN	KORLIUS	MCKNIGHT	NOVOTNA	ROMBERG	THOMAS L. THOMAS	TORCANIN (NBC Symphony Orchestra)
BERNSTEIN	OPERA CO.	HARSHAW	KREISLER	MELCHIOR	ODRIMOSOFF	RUHNSTEIN	TIBBETT	DEPAUW (Chicago Symphony Orchestra)
BIGGS	DORFMAN	HEIFETZ	KURTZ	MELTON	OLIVIER	SCHMITZ	WARREN	DORATI (Dallas Symphony Orchestra)
BIGSLEY	ELMAN	HOMER	LANDOWSKA	MENUNIN	PADEREWSKI	SCHWARTZ	WEISSMANN	GOESCHMANN (St. Louis Symphony Orchestra)
BORG	EVANS	HOROWITZ	LANZA	MERRILL	PERCE	SCHULMANN-HEINE	WILLIAMS	GOOSENS (Cincinnati Symphony Orchestra)
								SEVITZKY (Indianapolis Symphony Orchestra)

POPULAR ARTISTS

LOUIS ARMSTRONG	BILL BOYD	HELEN CARROLL AND	PERRY COMO	TOMMY DORSEY	ERSKINE HAWKINS	WAYNE KING	HENRI RENÉ	ROY ROGERS
DESI ARNAZ	ELTON BRITT	THE SATISFIERS	DANDAVELLE TRIO	HERBIE FIELDS	BETTY HUTTON	ZEKE MANNERS	BETTY RHODES	SONS OF THE PIONEERS
EDDY ARNOLD	BUCHANAN BROTHERS	RUSS CASE	DENNY DAY	AL GOODMAN	SPIKE JONES	FREDDY MARTIN	TEXAS JIM	CHARLIE SPIVAK
TEX BENNETT	CECIL CAMPBELL	CLAUDE CASEY	JOHNNY DESMOND	HARMONIKAS QUARTET	SAMMY KAYE	VAUGHN MONROE	ROBERTSON	WHITTEMORE AND LOWE

Billionth RECORD!



1904 Enrico Caruso, the renowned tenor, became an exclusive Victor artist. His records were soon known the world over. He drew this sketch of himself making a recording (Note dog trade mark on wall). Many other immortal names of music were on those early Victor Records, including Sembrich, McCormack, Paderewski.



1921 Typical early recording scene shows how musicians had to crowd around recording horn, often bumping into each other. Note amplifying devices on violins to get loudest possible sound. This is Rosario Bourdon and his Concert Orchestra.

By this time the Victor Talking Machine Co. was making products worth \$50 million a year. It was still run by its founder, Eldridge Johnson—who, in his little machine shop, had transformed the "talking machine" from a toy into a genuine musical instrument.



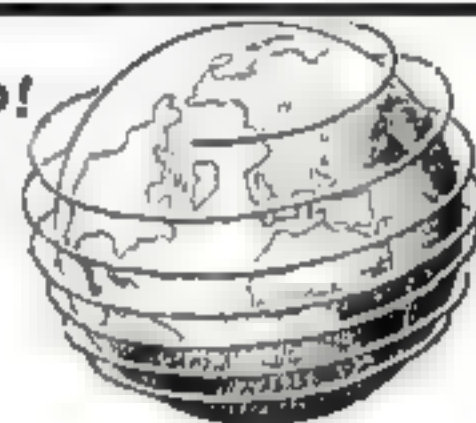
1946 RCA Victor commemorates its billionth record with a 'Red Seal' De Luxe record of Sousa's *Stars and Stripes Forever* and *Semper Fidelis*—rousing performances by the Boston Symphony Orchestra, conducted by Serge Koussevitzky. Record 18-0053, \$2.00, exclusive of taxes.

HOW MANY RECORDS IS A **BILLION?**

1,515 MILES HIGH!
Piled on top of each other, a billion records would tower 1,515 miles above the earth!

ONE A SECOND FOR 30 YEARS! If you were to count one record per second, you would need 30 years to count a billion!

6½ TIMES AROUND THE WORLD!
Edge-to-edge, a billion records would encircle the globe 6½ times!



12,439 YEARS OF MUSIC!
It would take you that long to play a billion records!



Over 11,500,000 world-famous Victorolas,* phonographs and radio-phonographs have been made and sold by RCA Victor! Far advanced from 1901 "talking machine" is Victrola radio-phonograph 59V1, shown here. Has roll-out record changer, permanent, jewel-point, "Silent Sapphire" pickup, world-wide radio and exclusive "Golden Throat" tone system.

*Victrola—T. M. Reg. U.S. Pat. Off.



New table Victrola* (65U) . . . most compact Victrola with radio and record-changer ever made. It has both the "Silent Sapphire" pickup and the exclusive "Golden Throat."



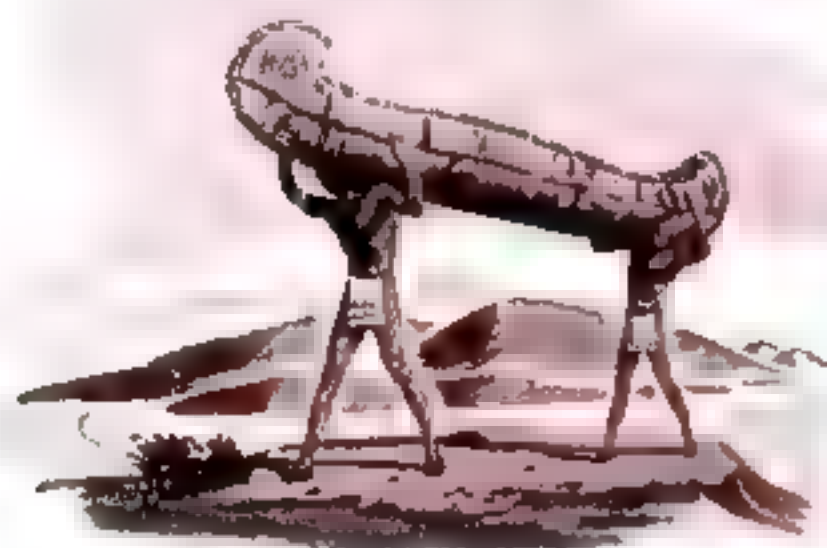
The "Golden Throat". . . finest tone system in RCA Victor history. This symbolizes the "Golden Throat," RCA Victor's exclusive 3-way Acoustical System. This thrilling development is explained to you technically in a booklet attached to RCA Victor instruments.



RCA VICTOR

DIVISION OF RADIO CORPORATION OF AMERICA

Mohawk Red



Wembley*
NOR-EAST*
NON-CRUSH*
TIES



Crush it!... Twist it!... Knot it!... Not a Wrinkle!



TRADE MARK REG. U. S. PAT. OFF.

Give a fresh, new note to your fall attire. Wear this appealing color—created by Wembley, a trustworthy name in men's wear. Your Mohawk Red tie in the famous Nor-East Non-Crush fabric will keep its shape and sparkle for you. You'll enjoy wearing it for many a day.

There are seldom enough Wembley Nor-East Ties to fill the demand. However, Mohawk Red is also available in Wembley's all-wool Murrytown fabric.

*REG. U. S. PAT. OFF.

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This is the neckwear label in greatest demand coast-to-coast

AT BETTER STORES EVERYWHERE

LETTERS TO THE EDITORS

SHORT STORY

Sirs:

Your story, "Once aboard the Reluctant," by Thomas Heggen (LIFE, Oct. 7), was exceptionally interesting. But do you think you are correct in calling him a fiction writer? Our ship boasted a similar Bostonian ensign who was a seagoing Dale Carnegie. May I apologize here for stenciling "STINKY" on his scruffy shirt during a short, pleasant stay in the ship's laundry?

CHARLES GILLGRASS

Springfield, Ill.

Sirs:

... As one of dungaree-clad thousands who put up with such occurrences, I wish to thank Author Heggen for a clear, concise account of an only too-true happening.

JOHN W. MURRAY

Jersey City, N. J.

PERSONALITY TESTS

Sirs:

As an ex-student of personnel administration, may I commend you on your excellent article concerning the Rorschach test (LIFE, Oct. 7). If more companies and educational institutions would use this projective personality test in their testing programs, they could rely more on test results. As it is, there are many confused, meaningless, erroneous standardized tests being given wherein a prospective employee can easily slant his answers to please the employer. ...

VIRGINIA S. BRUTSCHY

Madison, Wis.

Sirs:

... Here is my reaction to your thematic apperception test: Jim and Luke were riding in the desert. The car broke down and Jim went to find help. Luke, who was left behind with the car, waited two days without water and was very weak. The third day he looked up the road and saw Jim running toward him. He was so weak he could only stand and wave. Jim

CONTINUED ON PAGE 22

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LIFE
October 22, 1946

Volume 23
Number 18

IT'S SMOOTHER, CREAMIER!

FINEST SPICES AND MUSTARD SEED MONEY CAN BUY!

THAT'S WHY IT'S THE LARGEST SELLING PREPARED MUSTARD IN THE U.S.A.

Try Hot Dan's quick, easy salad dressing

Beat together until light and fluffy...

4 tbsp. French's
2 tbsp. light cream
or evaporated milk
2 tbsp. sugar
2 tbsp. vinegar
1/4 tsp. salt

Also made in Canada

RICHNESS
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Fine Leatherware
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If you like the feel of luxurious leather, if you appreciate fine craftsmanship—then this Rumpp leatherware is for you.

WALLET: Slim and light in rich, finest quality leather. Other styles, for men and women.

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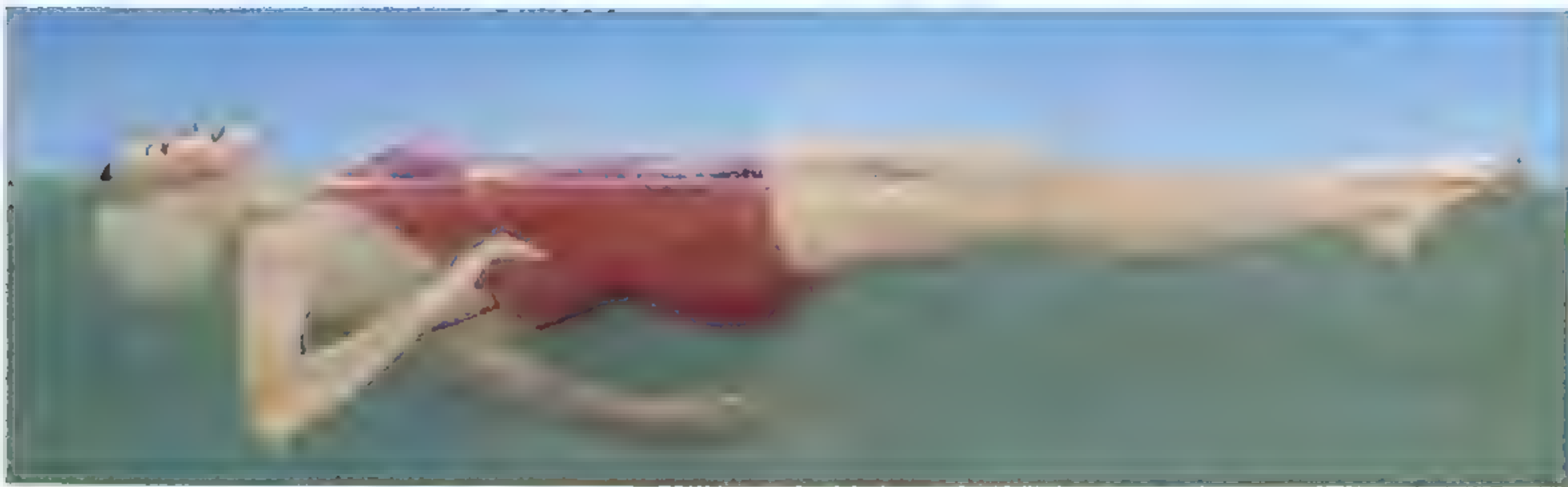
Ask for other Rumpp leather products in leading stores. Look for the Rumpp trademark.

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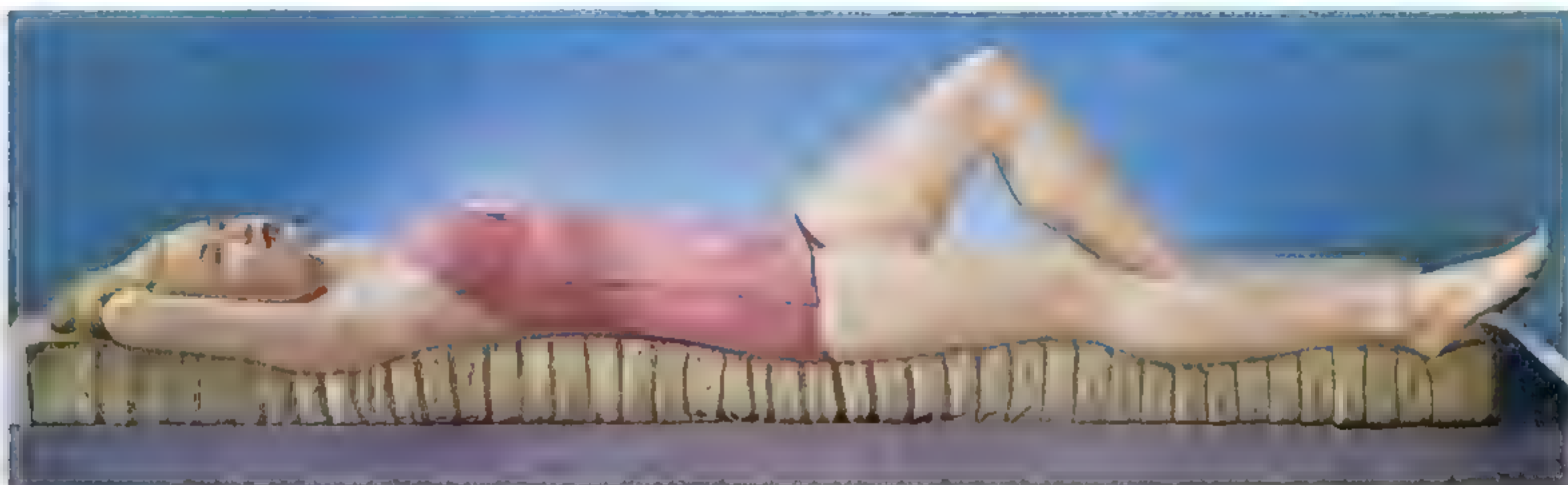
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SERVING YOU THROUGH SCIENCE



AS YOU FLOAT ON WATER



COLOR PHOTOGRAPHY BY LEON DE VOS

YOU "FLOAT" ON KOYLON FOAM

SCIENCE SHOWS US that water would be the ideal mattress. Because being fluid, water gives an upward support at every point of contact with the body...exactly equal to the downward weight of the body at that point.

That's exactly what happens when you doze off on the solid comfort of Koylon Foam. Every inch of you "floats" on air...captured in millions of tiny, interconnecting cells of resilient latex. Every muscle and nerve in your body responds...you relax as Nature meant you to!

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And what goes for mattresses...goes for your sofas and chairs. While Koylon Foam mattresses are not yet available...you can now buy Koylon Foam at your favorite retail store to reupholster chairs and sofas.



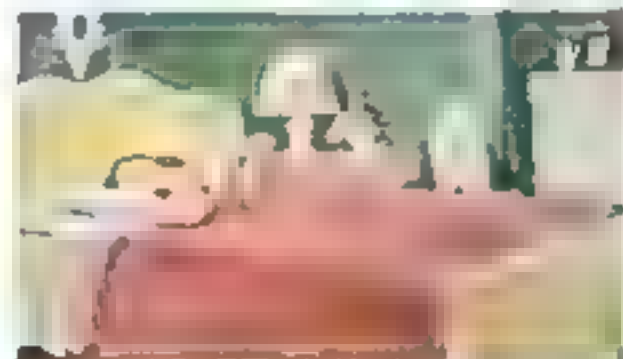
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that
never fails**



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LETTERS TO THE EDITORS

CONTINUED

reached him with good news. He had finally reached the main road and stopped a motorist who was sending out a tow truck. Jim was glad to see that Luke was all right.

MRS. KEITH F. MARTIN
Oceanside, Calif.

Sirs:

I think the man in the foreground of the thematic apperception test picture has just been discharged from the service and is on his way back to the U.S. he left. He looks upon a dark and unsteady future. He finds no housing, no cars, no meat, no soap, no nothing. Then, as the veteran thinks there is no one to assist him, he sees a man running toward him with upraised hands saying, "No use going any farther; your only chance for security is to turn back and re-enlist."

H. H. CARPENTER
Portland, Ore.

LIFE'S BABY

Sirs:

While thumbing through my old issues of LIFE last week I suddenly came upon my favorite LIFE picture. It showed a little child perched on a saloon bar near Fort Peck, Mont.,



WHERE IS SHE?

while its waitress-mother kidded with local habitués. The picture was in LIFE's first issue, almost 10 years ago. I had forgotten all about that baby. Has LIFE forgotten, and can LIFE tell me what ever became of this child?

A. BEECHER
New York, N.Y.

• LIFE has not forgotten but has been unable to locate the child shown in the picture. Possibly another LIFE reader can help.—ED.

A DEPRESSION?

Sirs:

The editorial in LIFE (Oct. 7), states in part, "...government has no wage-price policy and is not likely to develop one."

However, following the resurrection of the OPA, certain wage increases to building and construction workmen, which were granted during its suspension, were voided to conform with Wage Adjustment Board rulings.

I have recently had my wages cut 12½¢ per hour thru the courtesy of the Wage Adjustment Board.

DANIEL C. RICE
Erie, Pa.

CONTINUED ON NEXT PAGE



eyes are on Kayser
Fit-All* Tops

...FOR GOOD AND FITTING REASONS!

Because these beautiful nylons g-i-v-e to fit legs with heavier than average knees and thighs, Kayser originated this wonderful, patented top!

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Its distinctive Norman Bell Chime...
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THE RITTENHOUSE COMPANY, INC.

Phila. 10, Pa.

CHIMES BY

RITTENHOUSE

LETTERS TO THE EDITORS

CONTINUED

Sirs:

Listen, boys, where were you back in 1933? Don't you recognize a depression when you see one? Or hasn't it caught up with you yet? Try buying groceries sometime and it will. Then you'll eat all those pretty words about "preventing a depression" and admit that depression is here.

Back in 1929 when the bottom fell out, and for the next five years, I and my four little brothers and sisters used to think starvation was just around the corner. But during those black days, that vile concoction commonly known as oleo never once disgraced our table, we had a big roast of beef every Sunday that used to set my mother back \$1.50, and boy, does my mouth water for the chocolate cake I used to bake!

Back in 1933 I saw my dreams of going to college and wearing out the overstuffed chairs in a sorority house vanish in a kettle of soup. Now I see my dreams of having a decent home for my three children going the same place.

ELIZABETH C. KIMBALL

Salt Lake City, Utah

BING CROSBY

Sirs:

When you showed Bing Crosby at a California party (LIFE, Sept. 23) he was almost bald. Now your cover picture (LIFE, Oct. 7) shows the same Bing with a magnificent crop of hair.

M. KENNETH OSTROMSKY

Manchester, Conn.

● Bing never wears his toupee off-stage.—E.D.

OLDEST BONES

Sirs:

Dr. Ralph von Koenigswald's anthropological contributions (LIFE, Oct. 7) are twofold in their importance: not only has he discovered the



remains of the earliest known man, but he has revealed the smallest man yet on record.

You say that "The three Gigantopithecus teeth were hidden in a milk bottle with a Swedish friend..."

Why no pictures of this odd mid-gut guardian?

DAVID REISER

Salt Lake City, Utah

Sirs:

Is he that "neutral Swedish traveler" of whom we used to hear so much during the war?...

HARRY MOSKOWITZ

Philadelphia, Pa.

HORSE OPERA

Sirs:

In your excellent article on horse opera you state, "...Bronco Billy Anderson came galloping out of the purple sage in *The Great Train Rob-*



CASCO WETPROOF ELECTRIC HEATING PAD

Constant, soothing, safe heat is yours at the flick of a switch. Safe with wet packs. Exclusive Nite-Lite switch, dial in the dark any one of 30 constant temperatures to suit your need. Removable washable cover. Underwriters Laboratories approved for your protection. Thousands of Casco pads are used in hospitals and by doctors.

Casco heating pads from \$4.00 to \$9.00 plus Fed. tax at Drug, Department, Electrical and Hardware stores.

Where unusual menstrual pain persists, consult your doctor. CASCO PRODUCTS CORPORATION • BRIDGEPORT 2, CONN. America's Largest Manufacturers of Electric Heating Pads

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FOR LADIES: Bangle Bracelets • Earrings Flexible Bracelets • Brooches

FOR MEN: Evening Jewelry • Cuff Links Collar Holders • Tie Holders

Wherever fine jewelry is sold

CONTINUED ON PAGE 25

Health Superstitions



"Did Indians see better than we do?"

NO! But they saw *more* than we do, because their food and safety depended on highly developed special visual skills. From childhood Indians had to observe the behavior of animals, birds and reptiles, and to detect the presence of enemies from faint footprints, broken twigs and other signs which escape our notice. Their trained powers of observation gave rise to the erroneous idea that Indians were able to see better than we do.



"Do glasses alone correct faulty vision?"

NO! Important as they are, glasses alone cannot correct faulty vision. Your visual comfort and efficiency depend upon the professional services and technical skills of your Ophthalmologist, Optometrist, Ophthalmic Dispenser (Optician). Don't be satisfied with anything less than thorough eye care.

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EXAMINATION



REFRACTION



PRESCRIPTION



INTERPRETATION



FITTING



RE-EVALUATING



SERVICING

Careful people don't merely "buy glasses." They know that professional services and technical skills such as these are essential to visual comfort and efficiency. It is for these services and skills—not for glasses alone—that you pay a fee. *"Seek professional advice—not glasses at a price."*

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COMPANY

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3. Broil fast or slow—as you like—for more delicious steaks, chops. Frigidaire broiler is waist-high, easy to clean. You'll use it often!

4. Extra-large Even-Heat Oven. Heats evenly. Heats fast—reaches baking heat in 5½ minutes. Illuminated Interior. Automatic Cook-Master Control lets you put meal in oven, go out, return hours later and find it ready to serve.

Everything to make tasks easy! All-porcelain finish. Lots of storage space. Warmer drawer. Seamless one-piece top. Automatic controls. No smoke or soot to smudge walls, curtains. No danger from fuel or flame. Insulated oven keeps kitchen cool in warm weather.

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See your Frigidaire Dealer and see all the reasons why meals are easier and better with a Frigidaire Electric Range. Find name in Classified Telephone Directory. Or write Frigidaire, 763 Amelia St., Dayton 1, O. In Canada, 528 Commercial Rd., Leaside 12, Ont.

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LETTERS TO THE EDITORS

CONTINUED

bery. . . ." Correction, please. Bronco Billy did not gallop and there was no purple sage.

Although *The Great Train Robbery* was a western, none of the actors was particularly at home on the range. They were mostly two-a-day variety performers who had been at liberty long enough to be hungry and willing to act in front of a camera. Leading men earned \$5 or \$10 a day; supers 50¢ to \$1.

One of the supers was Bronco Billy Anderson, neo Max Aronson, the son of a St. Louis jeweler. He had stopped in at the old Edison Studio at 41 East 21st St. to talk about an idea for a new music-hall act. Edwin S. Porter, the producer-director-author of the first "oater," asked him if he could ride a horse. Max had never been in a saddle, but he had a hungry feeling in the pit of his stomach, so he said yes. "All right," Porter replied. "You can be one of the robbers in a new picture we're making."

The outdoor sequences were filmed in Essex County Park, N.J. on a Sunday morning. Renting horses from a West Orange livery stable, the troupe rocked and swayd through sleep-haunted streets. Riding a non-descript gray animal, the man who, under the name of Bronco Billy Anderson, later became one of the most daring heroes the screen has ever known, the demigod of 375 weekly cowboy sagas, fell off his horse. He said the hell with it, took the first train back to New York.

But although Max did not gallop in on a horse, he did appear in *The Great Train Robbery*. He was a passenger in the scene where the train was held up. This episode was shot at Orange in the middle of the week so that, during their lunch hour, employees of the Edison Company could act as extras.

Bronco Billy stuck with the westerns, learned to ride and became one of the greatest cowboy stars of all time.

BURTON LEE YOUNGMAN
New York, N.Y.

LENA THE HYENA

Sirs:

I noticed with interest your picture of Antoine's Radiant Star hairdo



(LIFE, Sept. 30). If it isn't Al Capp's Lena the Hyena!

Lena's face may not look like this but I'm sure her hair does.

BOB CHRIST
Youngstown, Ohio

● To see the official version of Lena the Hyena and her hairdo, turn to pages 14 to 16.—ED.



"Better get a pair of those new B. F. Goodrich Silvertown rubber heels with the special non-slip feature!" And . . . extra wear where you need it means more miles per foot.

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MEDICO
V.F.Q.
very fine quality

MEDICO
FILTERED SMOKING

Cuts down nicotine.
Replaceable filter whirl-cools smoke.
Reduces tongue-bite.
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WITH BOX OF 10 FILTERS

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"fresh up" WITH Seven-Up!



HAVE FUN TOGETHER!

BE A "FRESH UP" FAMILY!

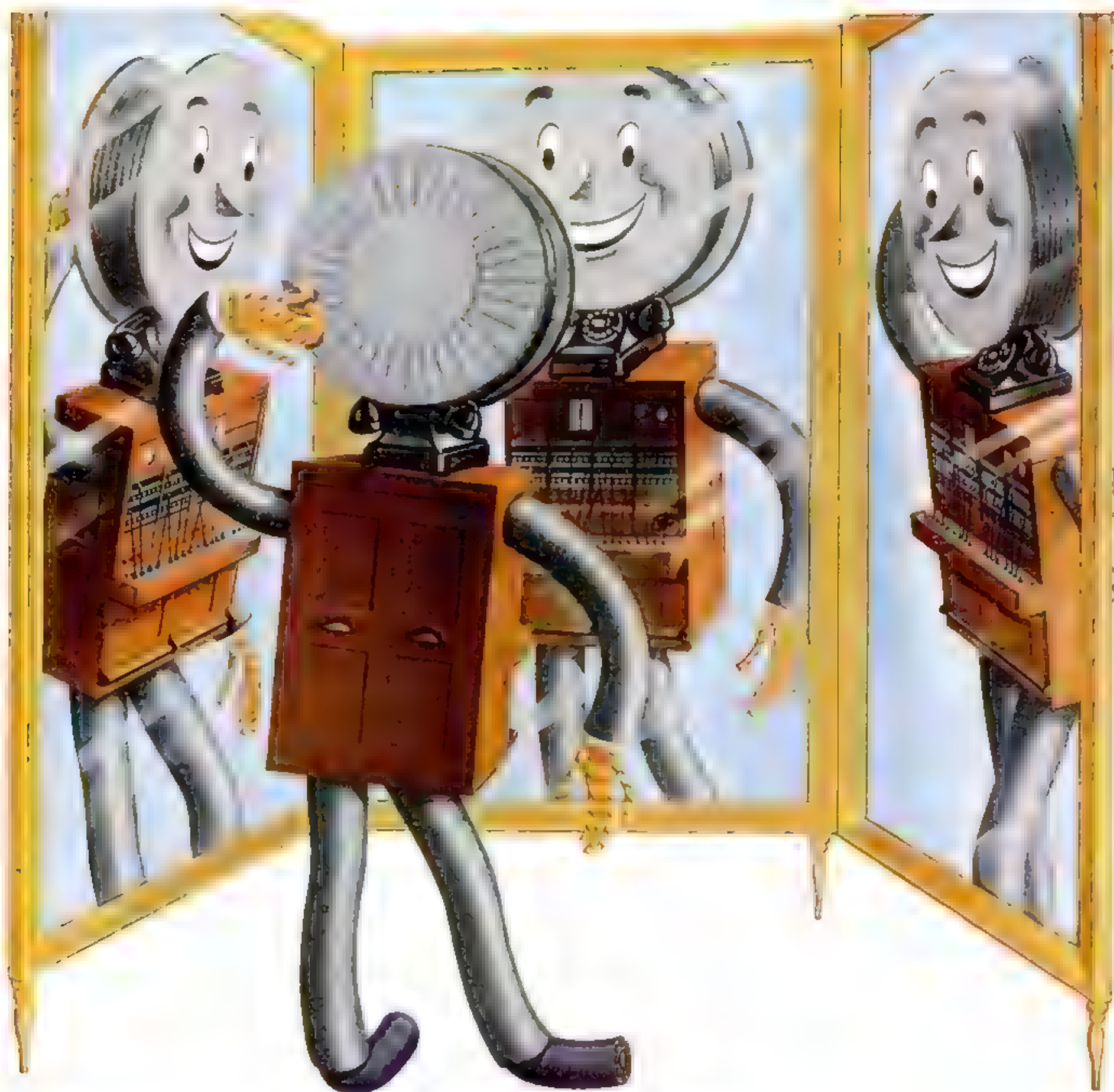
Friendly, sparkling, clean-tasting 7-Up really fits in the family fun. As you slowly sip its crystal clear goodness, you'll recognize a personality that's as familiar and American as Dad's good-natured banter or Mom's knitting needles.

So be a "fresh up" family. Laugh and work and play *together*. And keep your refrigerator well stocked with the drink you can all *enjoy* together. "Fresh up" with 7-Up regularly in your home. Ask for famous 7-Up at any place that displays the colorful 7-Up signs!



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"BET you would . . . if you had four big jobs like mine!

"First: I'm the *manufacturer* for the Bell System . . . making telephones, switchboards, cable and countless other items of equipment.

"Second: I'm the *purchaser* for the Bell Telephone Companies . . . buying all manner of supplies in vast quantities.

"Third: I'm the *distributor* of all this mass

of telephone equipment and supplies to the Bell Telephone Companies through my warehouses in 29 principal cities.

"Fourth: I'm the *installer* of telephone central office equipment.

"As a unit of the Bell System since 1882, I've helped to make your telephone service the best in the world.

"Remember my name. It's Western Electric."



MANUFACTURER . . .
of 43,000 varieties of
telephone apparatus.



PURCHASER . . .
of supplies of all kinds for
telephone companies.



DISTRIBUTOR . . .
of telephone appa-
ratus and supplies.



INSTALLER . . .
of telephone central
office equipment.

FOR THE BELL SYSTEM



Western Electric

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LIFE'S PICTURES

Mark Kauffman, who covered the Kansas elections story on pages 31 to 35, drove 2,000 dusty miles in 11 days to get pictures pointing up the state's hot prohibition issue. He brushed off an anonymous telephone call which warned him to lay off the story and went along on two liquor raids. Immediately after finishing the assignment, he set off to cover China for LIFE.

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Have hair that looks **Alive**



Successful men exercise to feel good... and look good. Just as they use the Vitalis "60-Second Workout" to make their scalp feel good... their hair look alive. For here's a workout that leaves your scalp feeling *tingling*. And Vitalis brings new "live" lustre to dull hair. Man, you can be a new man... with vigorous-looking hair! Ready?



Go! 50 seconds to massage Vitalis' pure vegetable oils on your scalp. You prevent dryness, rouse embarrassing loose dandruff, even check excessive falling hair. And, man, doesn't your scalp feel good! Now, 10 seconds to comb. Why, you hardly recognize you... with that handsome, vigorous-looking head of hair!



On your way up the ladder or down the aisle, the Vitalis "60-Second Workout" boosts your stock. Buyer, bride or boss... people just don't say "no" to a vital-looking young man. And a vigorous-looking head of hair spells *vital* in any company. Try it! Get Vitalis today!



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Workout"

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That's why G-E is offering this unusual invitation.

Instead of just telling you that the new De Luxe G-E is the finest cleaner on the market today, we'd like you to see with your *own eyes*—to satisfy your *own mind*.

So here's what we invite you to do:

Don't buy a G-E until you have seen all the other

leading makes. Compare them point for point, dollar for dollar. Find out for yourself what each one has to offer.

And—in the same spirit of careful buying—don't decide on any other cleaner until you have seen the new, improved G-E.

We feel confident that after you have compared them all, you'll come back to G-E, completely satisfied that it is *your best buy*.

Here is a check list of special features to look for—

G-E — and only G-E — gives you all these de luxe extras:



Featherweight ease of handling—One of the lightest cleaners that ever glided over a rug. Streamlined aluminum construction that makes light work of heavy cleaning.



Gentle, thorough cleaning—G-E's special, *fully tufted* brush combs and sweeps—coaxes out stubborn dirt quickly, easily. Cushioned in rubber for even action without vibration.



Two-speed cleaning—Flip switch to *low* for light daily pickups, scatter rugs—to *high* for thorough weekly cleaning. Quiet, dependable G-E motor—never needs oiling.



Maximum dirt-getting efficiency—on any thickness of rug. A touch of the toe adjusts nozzle to suit any nap—thanks to an exclusive G-E regulator with toe-up control.



So easy-to-empty bag—with wide-opening accordion top. No fuss—no mess—no spilling. Durable lining of special napped fabric keeps dust from escaping through the bag itself.



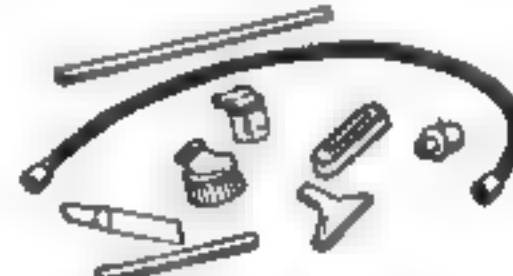
Position of handle adjustable—Handle can be locked in position by toe-operated stop, for balanced tilting of cleaner at rug edge—lowered, for under-the-furniture clearance.



Spotlight to search out dust—in dark corners, under furniture. Rays from a special lamp, set into the front of the cleaner, throw direct light on the area to be cleaned.



Other G-E extras —Unbreakable plug. Sturdy rubber cord—won't fray, won't kink, won't collect dust. Rubber bumper to protect furniture. Condenser to eliminate radio static.



Complete attachments for cleaning upholstery, walls, drapes, and radiators plus special tools for spraying and demisting are now available at a slight additional cost.

See G-E—Try G-E—at your dealer's today. He'll show you all the features that make cleaning so easy and so efficient. In larger cities, G-E dealers are listed in the Classified Directory. Complete service is always available. General Electric Company, Bridgeport 2, Connecticut.



For All-purpose Cleaning—New G-E "AIRFLOW"

More powerful suction than ever before has been built into the new De Luxe "Airflow." Complete with attachments for every cleaning need from floor to ceiling. On display at dealers' everywhere.

Approved by Underwriters' Laboratories, Inc.



GE VACUUM CLEANERS

GENERAL ELECTRIC

A Pound of Dirt in 93 Seconds!

That's the cleaning power of the new G-E, proved in recent tests by an independent laboratory.

In these tests, the G-E Cleaner was run 100 continuous hours. At the end of that time, it still performed with all the efficiency of a new machine. It still picked up a pound of dirt in 93 seconds.

Proof that G-E offers faster cleaning—more dependable service than ever before.



IN A SMOKY AND BOTTLE-FILLED ROADHOUSE JUST OUTSIDE OF TOPEKA, THE KANSAS STATE PROHIBITION LAW GETS A THOROUGH FLOUTING BY YOUNG WETS

WETS FIGHT DRYS IN KANSAS ELECTION

PHOTOGRAPHS FOR LIFE BY MARK KAUFFMAN

In Wichita, Kan., battleground of the late Prohibitionist Carry Nation, her monument was smashed recently by a beer truck. This was regrettable but legal, for 3.2 beer is approved by Kansas law. About the same time a straw vote in Carry's home town of Medicine Lodge showed that 31% of its citizens now drink hard liquor, which is a crime. Both incidents have a symbolic significance. Dry Kansas is getting so wet that the state's prohibition law, never seriously challenged before, is

the biggest issue of the current election campaign.

To Harry Woodring, Democratic candidate for governor in a state which has had only five Democratic governors, the issue is a godsend. Plumping for repeal, he has become the darling of the wets. The drys prefer Republican Frank Carlson, who can afford to be leisurely about reforming the law because his party is almost sure of winning anyway. But the prohibition issue cuts right across party lines. Both Republicans and Demo-

crats in Kansas run the gamut from the W.C.T.U., which is especially strong there, to ardent advocates of repeal—with a large number of people in the middle who drink wet and vote dry.

In the 11 days he spent in Kansas, LIFE Photographer Mark Kauffman had no trouble finding and entering saloons in virtually every town he visited. The photographic evidence he gathered of the interesting contrast between Kansas law and its habits is shown above and on the following pages.



THROUGH MAYOR'S COMMITTEE-ROOM WINDOW in Topeka the photograph above shows one of town's biggest bootlegging establishments. Its door appears above the "ND" in the "SANDWICHES" sign. Below are steps of liquor store, one flight up and guarded by a peephole door.



JUST OVER THE BORDER a Kansas car is parked outside a liquor store in Kansas City, Mo. Kansans who live near border carry liquor over the line.

THE SPEAKEASIES ARE EVERYWHERE

The 66-year-old prohibition amendment to the Kansas state constitution reads, "The manufacture and sale of intoxicating liquors shall be forever prohibited in this state, except for medical, scientific and mechanical purposes." But to a casual visitor it might seem that everybody in Kansas is either a doctor, a scientist or a mechanic.

Roadhouse speakeasies are spread all over the state, and one successful Topeka liquor vendor operates right under the window of the mayor's committee room (see pictures at left). At some of them you take your own bottle, easily bought from any number of local bootleggers or brought in from the neighboring wet states. At others you ask for the "soup man," or bootlegger-in-attendance, who wanders casually from table to table taking orders. Prices range from \$8 to \$15 a fifth for Kansans' favorite liquors; rum and brandy. The liquor is the best there is because the liquor runners can afford to pay high wholesale.



INGENIOUS LIQUOR STORE shown here was finally raided. To get a bottle the customer simply rang the bell, gave his order through the window.



BOOTLEGGER'S CAR had space back of the seat because there was not enough room in trunk. This was a small-time operator. Big outfits use trucks.

AND RAIDS SELDOM BOTHER THEM

prices. It is like national prohibition all over again, with the same old dodges, the same old hypocrisy.

Around election time a few local raiding squads dash around the speakeasies and blow their whistles, but the proprietors easily avoid any trouble by converting their places to "pitcher joints," where all the liquor is kept in a pitcher under the bar and can be poured down the drain if any sheriffs get too nosy. By a curious quirk in the federal liquor laws speakeasy owners can buy federal licenses to sell liquor in Kansas, are only breaking the federal law if they contract to have liquor transported into the state. Although there have been many federal raids recently, the agents naturally have a hard time proving that the speakeasy owners had anything to do with bringing the liquor in.

Most of the time, however, liquor vendors have less trouble with the law than they do getting help to clean up the empties the morning after.



INSIDE OF LIQUOR STORE (see left) had a drawer (bottom right) for passing bottles back and forth, one-way peephole. Above it is federal license.



SHERIFF'S OFFICE (above) made some forays during campaign. When federal agents made more successful raids, thereby helping the wet cause, Kansas press complained of dirty politics. Below, the haul from a raid, including brands hard to get in wet states, gurgles down the drain.





YOUNG WETS (above) hold student pajama rally for Woodring at the University of Kansas. Some young Republicans have also advocated repeal but presently will

not go so far as to vote for a Democrat. Below, a "dry" Republican audience, including Governor Schoeppel (center, second, applying), listens to a Carlson speech.



DEMOCRAT WOODRING favors state liquor stores, opposes saloons, says each county should have choice.

WETS MADE A GOOD START BUT THE DRYS ARE STRONG

Kansas Republicans are still reeling from the blow they got when Roosevelt's ex-Secretary of War Harry Woodring (above) shot out of political hiding, blasted prohibition and got himself nominated Democratic candidate for governor. By state tradition the present governor, Andrew Schoeppel, is not running for a third term, so the job of beating Woodring and his wets has fallen on up-and-coming Republican Congressman Frank Carlson (below).

Despite all the wet-dry hullabaloo, Carlson should not have much difficulty. Woodring's call for immediate repeal of prohibition has forced reluctant Republicans to promise a referendum in 1948. But the Republicans are backed by such powerful dry organizations as the W.C.T.U. and the political machine of old "Alf" Landon. In traditionally Republican Kansas, the Democrats will have a tough time whatever the issues.

Even if the Democrats should win, however, the political dopesters hold out little hope for repeal of state prohibition. The curious Kansan state of mind was once described by the state sage, the late William Allen White. Said he, "Kansans will vote dry as long as the voters can stagger to the polls."



REPUBLICAN CARLSON has played down the prohibition issue while hammering hard against New Dealism.



W.C.T.U. PRESIDENT Mrs. Ann Ross—widow of a minister—heads the powerful Shawnee County chapter

The W.C.T.U., together with the farmers' groups and the fanatically dry organizations of rural west Kansas, last

year beat five primary candidates for the state assembly because they advocated a referendum on prohibition

THE REPUBLICANS

INSTEAD OF LOOKING FOR A BIG MAN, LET THEM LOOK AT THEIR PARTY AND THE JOB IT FACES

By every portent, including the Gallup poll, the Republicans have reason to expect a big victory in the congressional elections Nov. 5. So certain does this appear that many of them are already looking ahead two years to further conquests. Since 1890 the party winning the off-year elections in the House has consistently won the presidency two years later. Hence those Republicans who are not already joining 1948 bandwagons are eying the field of candidates with a semiproprietary twitch.

The field-eyers, even the most loyally Republican of them, are not altogether happy about what they see. This is especially true of those who are looking for what they call a Big Man. It is surprising how often you hear that phrase or the word "leadership" spoken with an accent that means the same thing. The yearning for a Big Man is no doubt a direct consequence of the Truman administration, which is rapidly destroying the earlier belief that anybody with a blue-serge suit can be President. The general desire for competence in office is taking the form of a nostalgia for greatness. We need a heavyweight, they say, who can sit down with Stalin, who can handle Congress, who can see us through the years of tough decision ahead. Well, who? The only Republican who looks like a Big Man is Stassen, and about his stature there is still wide doubt.

Roosevelt's Rivals

In this connection it is worth remembering what the field looked like to a Democrat in 1932. Roosevelt before Chicago was, in Walter Lippmann's memorable phrase, "a pleasant man who without any important qualifications would very much like to be President"; his rivals for the nomination, and powerful rivals they were, included Al Smith, Albert C. Ritchie, Melvin A. Traylor, Newton D. Baker, John N. Garner, Harry Byrd and Jim Reed. A philosophical Democrat might have been satisfied with almost any one of them, secure in the knowledge that, despite its shortage of genius and of recent administrative experience, the Democratic party was still very much a going concern and well equipped with manpower, ideas and brains.

Recalling that, let us now take a look at the Republican party of 1946. Republican governors are administering, with a fair-to-excellent degree of success, no less than 23 of the 48 states of the Union. Some Republicans have become prominent candidates for the presidency on their records as governor—notably Dewey, Warren, Bricker, Stassen; others have graduated (or probably soon will) to the Senate, such as Saltonstall, Hickenlooper, Raymond Baldwin, Ed Martin and Ed Thye. Of the 39 Republicans already in the Senate, at least two—Taft and Vandenberg—have won enough influence to be prominent presidential candidates, one (Burton) was good enough for the Supreme Court, and half a dozen others would probably be called presidential possibilities if Taft and Vandenberg did not overshadow them: for instance, Ball, Ferguson, Aiken, Brewster, Morse. The present elections, assuming a Republican sweep, will bring to Washington interesting names like Cabot Lodge, Joseph McCarthy, Ralph Flanders and possibly Pat Hurley.

Now whether you are for these men or

against them, there is no denying that they add up to quite an array of political talent and experience. Throw in the many able Republicans who are and will be in the House, and you have a political party. It has its share of loudmouths and reactionaries, just like the Democrats; it has its share of brains and idealism, too. There is no reason why the Republicans should feel that their future depends on the resurrection of Abe Lincoln between now and 1948, any more than the Democrats should deliberately commit hara-kiri just because Roosevelt is dead.

Mr. Tinkham Predicts

The lack of a Big Man should be the least of the Republicans' worries. In fact, it is a very unhealthy thing for Republicans to worry about. For there are other things that need all the worry and attention they can give.

George Holden Tinkham of Boston, Mass., who was a congressman for 14 terms and one of the most picturesque of the old-school politicians, gave an interview last summer which was resuscitated by the newsletter *Human Events* last week. Prophesying a Republican victory this year, Tinkham went on, "The Republicans will win the 1948 presidential election, and the new G.O.P. President will take office just when the postwar boom starts to bust. The dangerous years ahead will begin in 1950-51 and they will be difficult for years to come. The Democratic candidate in 1952 will win . . . and the Republicans will be out for many years." In other words, the term of President Taft, Bricker, Dewey (or whoever) is destined to be as barren and miserable as the second term of Grover Cleveland.

Old Tinkham's testament would not have to be taken too seriously if it were not for one thing: the peculiar circumstances under which the Republicans are even now moving into power. The nearest thing to an issue in the 1946 election is the OPA, and if Truman were not scuttling it so fast, it would be perfectly clear that the Republicans are for faster, the Democrats for slower, removal of this and other wartime controls. For 14 years the Republicans have been an opposition party, which has more or less necessarily put them in the position of being *against* whatever administration measure is up, good or bad. The Joe Martin leadership has consciously cultivated this policy of contrariness, forming an unholy alliance with Southern Bourbons to hobble the government rather than to needle or redirect it.

Given a meat-shortage landslide, the Republicans are in grave danger of misinterpreting this as a mandate to continue their predominantly negative tactics of the last 14 years. They may be tempted to launch an orgy of mere decontrolling, repealing, untaxing—a saturnalia of *saute qui peut*. If they so interpret their mandate they will regret it. They will regret it even if Tinkham's economic crystal-gazing proves wrong.

The anger of the voters this year is not directed against government controls as such; it is directed against incompetence. Just look at the bad guesses the Democrats have made. Shortly before V-J Day, Fred Vinson (then running OWMR) was as fearful of a depression as he was of inflation. He was followed by Snyder, who predicted 8,000,000 unemployed by last

spring. And OWMR asserted a year ago that industry could raise wages 24% without boosting prices. This idea, if not this percentage, was blandly endorsed by President Truman, who proclaimed his fears of unemployment and deflation, throwing fuel on labor's wage demands. Having thus clad itself against deflation, the administration was detroused by inflation and has been trying to change garb ever since.

But it is wrong to conclude from the unhappy Truman experience that all government is necessarily incompetent and that the best way to govern a free country is not to try. That is an intriguing philosophical proposition, but it is very poor politics. So if the Republicans want to win in 1948 and 1952 as well as in 1946, they had better start asking themselves what they are going to do about governing. They will no longer have the minority's alibi for just being against. They will be on the spot.

Representative Knutson, for example, is determined to cut taxes, and if he is chairman of the House Ways and Means Committee he may succeed. But every economist, Republican or Democratic, knows that taxes should not be cut so long as inflation makes it possible and advisable to retire debt. The fact that OPA flunked on meat does not mean that rent ceilings can be safely thrown away, too. It is not by mere repealers that the veterans' housing program can be saved from the fiasco it has been so far.

Certainly one of the toughest jobs before the next Congress will be to reformulate our basic labor laws. But if they ever want a labor vote again, the Republicans will avoid mere slasher legislation. They will seek the guidance of labor experts—of which their own party has a complete set.

Party Discipline

The Republican party may or may not turn up a Big Man in the next few years. But it can do something much better than that—namely, prove that it doesn't need one. To do this it must above all demonstrate responsibility and self-discipline as a party. The peculiar talent of that party, at least in recent decades, has been a kind of practical competence which releases the creative forces of individualism in America. Its peculiar temptation has been to let well enough (sometimes not well enough) alone. Its greatest opportunity now is to organize the competence and creative force within its own ranks so that even the party division between White House and Congress, which might otherwise produce a constitutional crisis, will not let the country go ungoverned during the next two years. If Republicans cannot govern America without a Big Man, nobody can. That would be a hard conclusion to face.

PICTURE OF THE WEEK: ➔

In Paris 11-year-old Faisal II, king of strategic and oil-wealthy Iraq, went on a sightseeing tour, followed closely by his bodyguard and other attendants. At a vendor's stand he stopped, like any small boy on a holiday, to buy a lollipop. His stern-faced guard, mindful of the royal dignity, told him to hide it until the tour was over. The young king obeyed for a while, then finally succumbed to temptation and royal prerogative, creating the noteworthy news picture on the opposite page.

IRAN'S BOY KING LICKS BY A
LOLLIPOP WHILE SEEING PARIS



THE SEAGOING JEEP

The newest and possibly daffiest use for the irrepressible jeep was demonstrated last week when a Marine driver took one down a Maryland beach, plopped into the water, drove around like a semisubmarine and gurgled out. The Navy then announced that it has been experimenting with it for amphibious landings



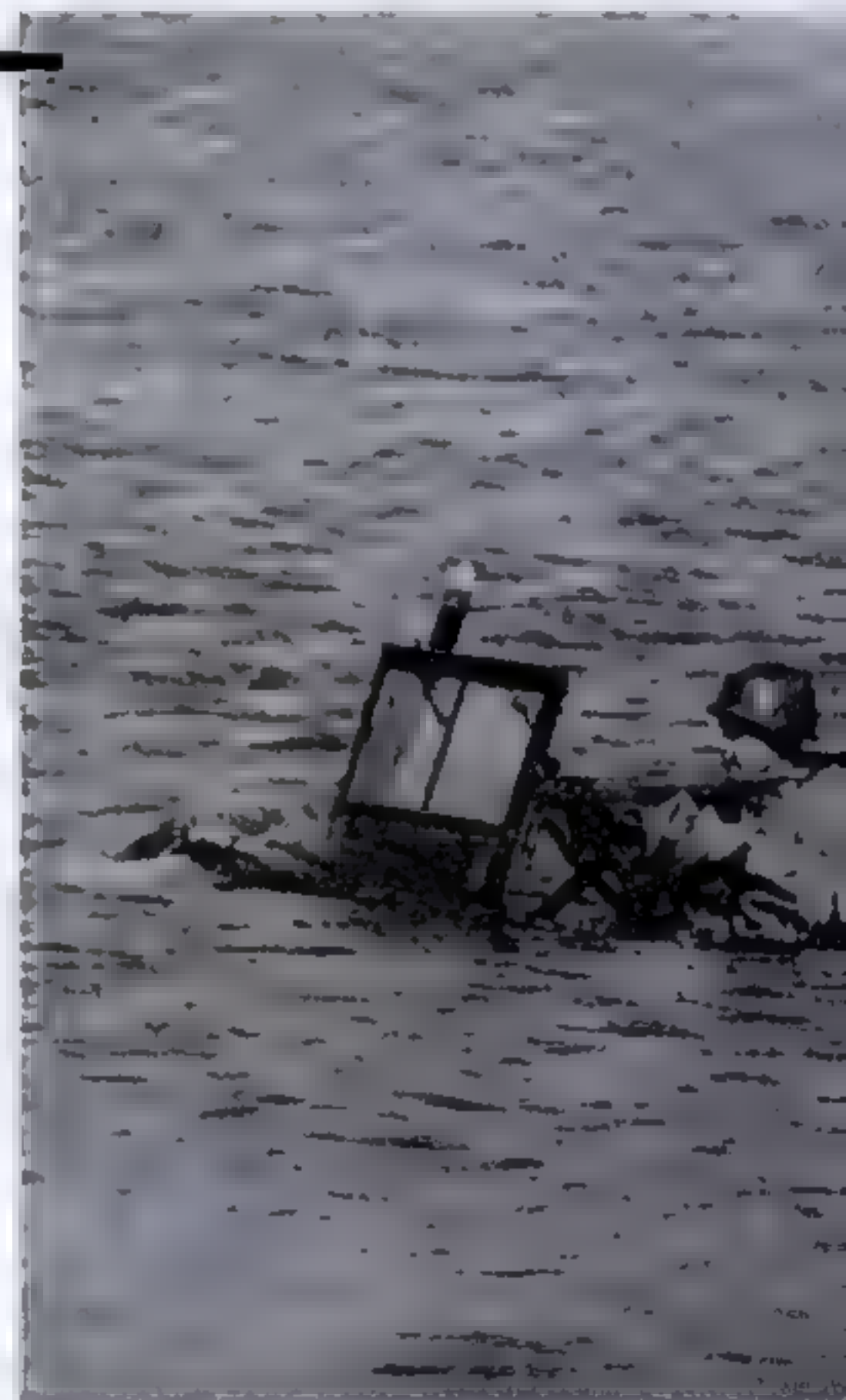
THE JEEP, NAMED THE "RELUCTANT TURTLE," SPLASHES OFF THE BEACH INTO THE WATER AT BAY RIDGE, MD.



AS THE JEEP BUBBLES UNDER, ITS VERTICAL EXHAUST



"RELUCTANT TURTLE" EMERGES FROM BRINY TEST WITH NO ILL EFFECTS EXCEPT THAT DRIVER GOT SOAKED



SLOWLY THE JEEP'S BODY COMES INTO VIEW AGAIN

The seagoing jeep, the Navy maintains, is really just a common, ordinary jeep to which has been added a device called a "deep-water fording kit," a collection of 125 parts which waterproof the vehicle. One of the parts raises the exhaust pipe up out of the water and another covers the carburetor with an

aluminum housing. With this protection, which adds only 30 pounds to its weight, the seagoing jeep has been driven safely, though sluggishly, through six feet of water with the driver sticking his nose just out of water. The Navy says that it will spend approximately a million dollars on waterproofing their jeeps.



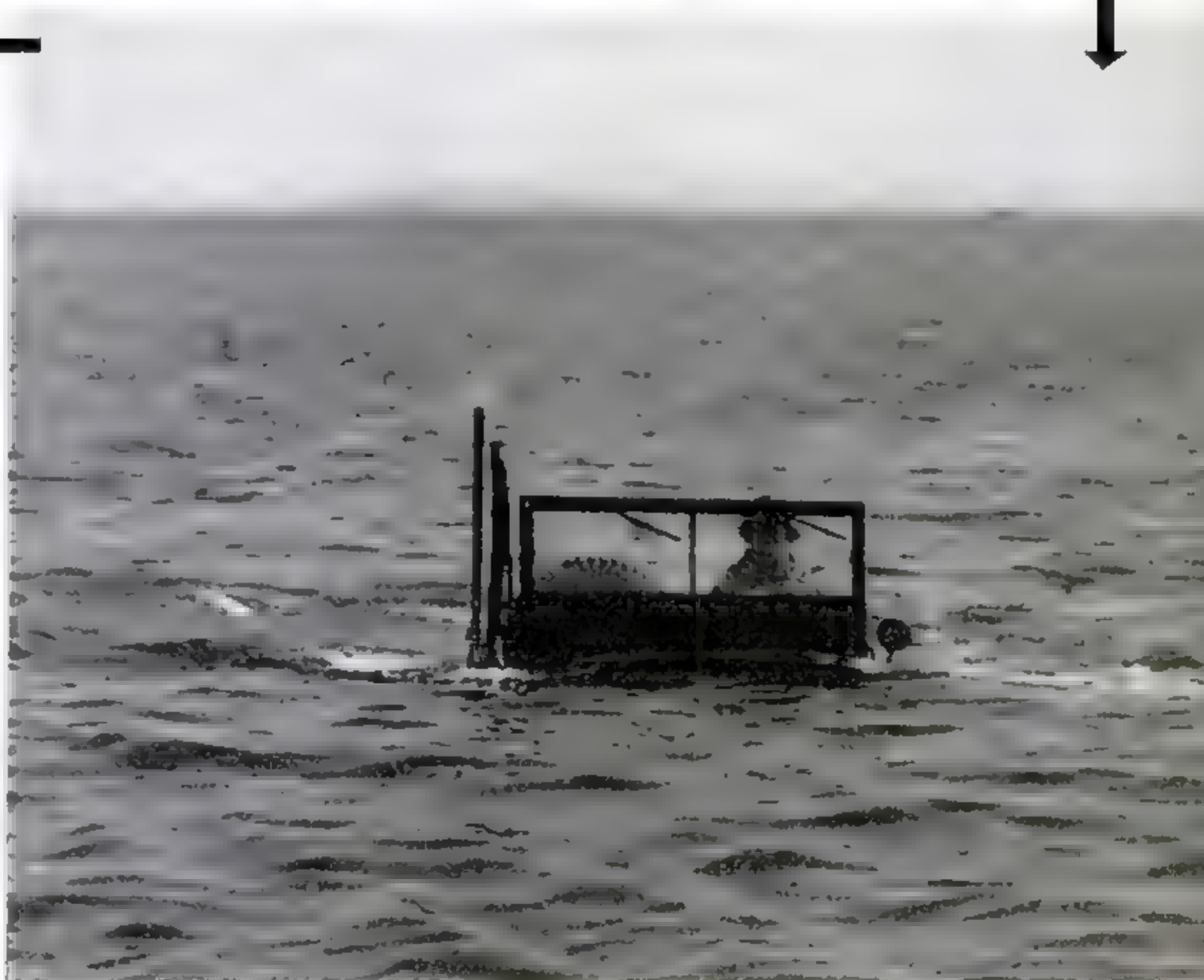
PIPE (LEFT) STAYS HIGH AND DRY ABOVE THE SURFACE



ITS WHEELS STILL TOUCHING BOTTOM, THE JEEP PLOUGHS ALONG WHILE THE DRIVER STARTS A TURN



AS THE DRIVER STARTS APPROACHING THE SHORE

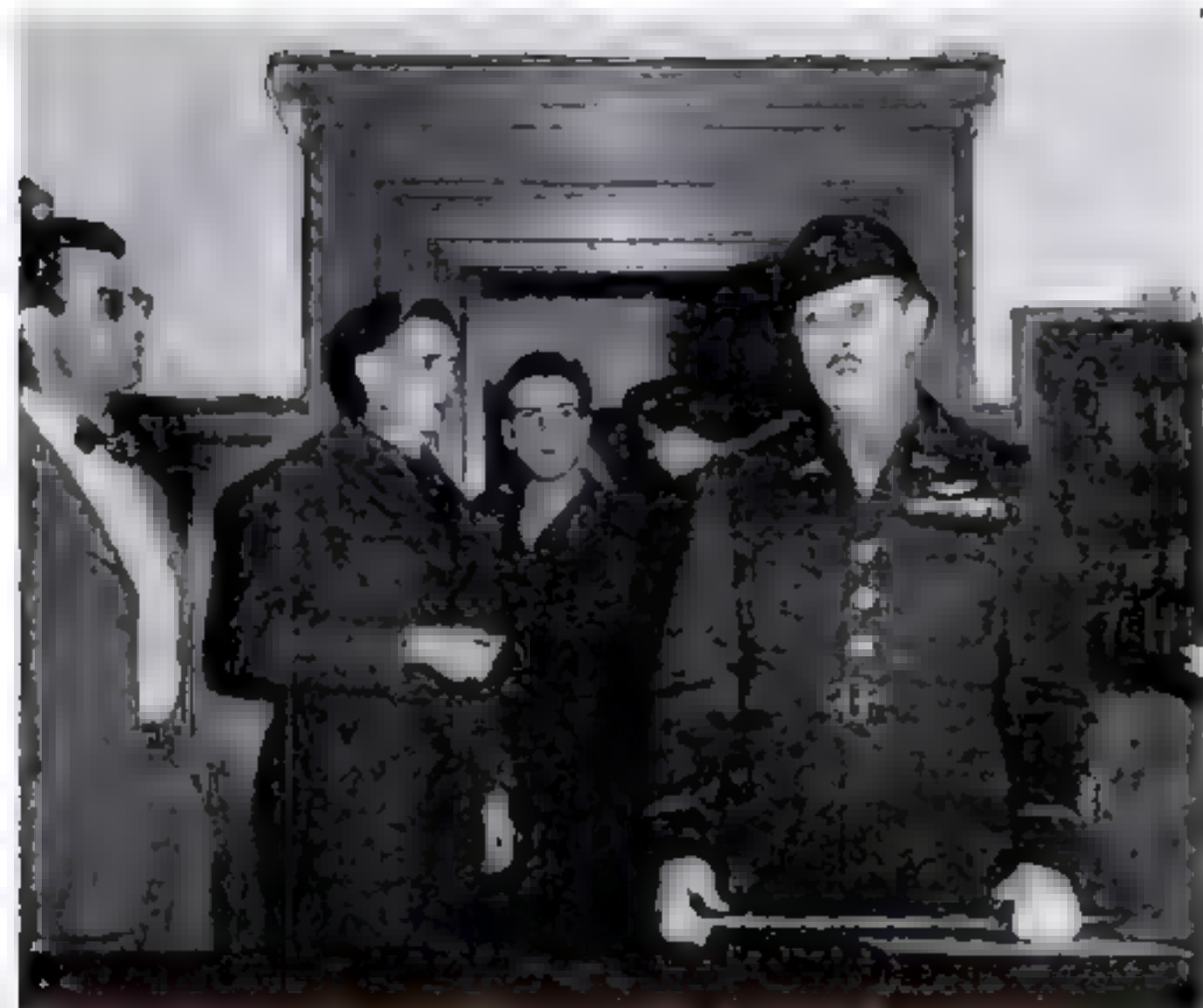


COMING ABOUT, THE JEEP TACKS FOR DRY LAND. DRIVER DID NOT GO DEEPER BECAUSE OF POSSIBLE HOLES



DURING THE HANGINGS these two German policemen quietly patrolled lighted courthouse near Nurnberg death chamber. This photograph was made at 1:15 a.m., a

moment after the trap had been sprung on von Ribbentrop. This was the courthouse in which the Nazi leaders were tried and sentenced by International Military Tribunal.



COLONEL BURTON G. ANDRUS TELLS PRESS GÖRING COMMITTED SUICIDE

NAZIS ARE HANGED

Göring succeeds at suicide attempt as Hitler's other top henchmen go to gallows at Nürnberg

On Oct. 16, in the black early morning, 10 of the top Nazi war criminals were hanged on Nürnberg gallows. There were to have been 11 hangings but Göring cheated the noose by swallowing potassium cyanide 2½ hours before he was to be executed.

For the others there was no cheating. Within 103 minutes, commencing at 1:14 a.m., M/Sgt. John C. Wood of San Antonio, Texas, the chief executioner, placed the noose with its unlucky 13 knots around the necks of Ribbentrop, Keitel, Kaltenbrunner, Rosenberg, Frank, Frick, Streicher, Saukel, Jodl and Seyss-Inquart in that order. All were defiant to the last. None showed physical cowardice. Afterward their bodies were rushed by an armed Army convoy into the night. Next day the Army announced that the bodies had been cremated and the ashes secretly dispersed to forestall any possible move by Germans to make national shrines out of the war criminals' graves.



EXECUTION DETAILS are decided behind guarded door at end of long jail corridor. Meeting of Big Four commission took place day before hangings.



CONDEMNED MEN spent last hours in wing of prison (above), shown here ablaze with lights a short time before march to gallows began. Below: Nürnberg children hang Göring in effigy, on the evening before the hangings, beside roaring bonfire with medieval Burg tower in background.



CONTINUED ON NEXT PAGE



GÖRING was brought in on stretcher after executions and correspondents and two German witnesses (extreme left and right) were first to view body. Goggles, pants were rumpled, exposed feet and feet red. Jaws were stiff and curled but his face was in repose. The theory that he had hidden poison vial has not been substantiated.



STREICHER (above) screamed "Heil Hitler" as he reached the foot of gallows between two helmeted U.S. guards. He could not give the Nazi salute as his hands were tied behind his back. Below: three GIs push back the black curtain that covered bottom of each gallows to remove body of Gestapo Leader Kaltenbrunner, dangling on noose.



Nazis Are Hanged CONTINUED

THE GALLOWS CHAMBER

Drawings from an eyewitness account show how the war criminals went to a dishonorable death

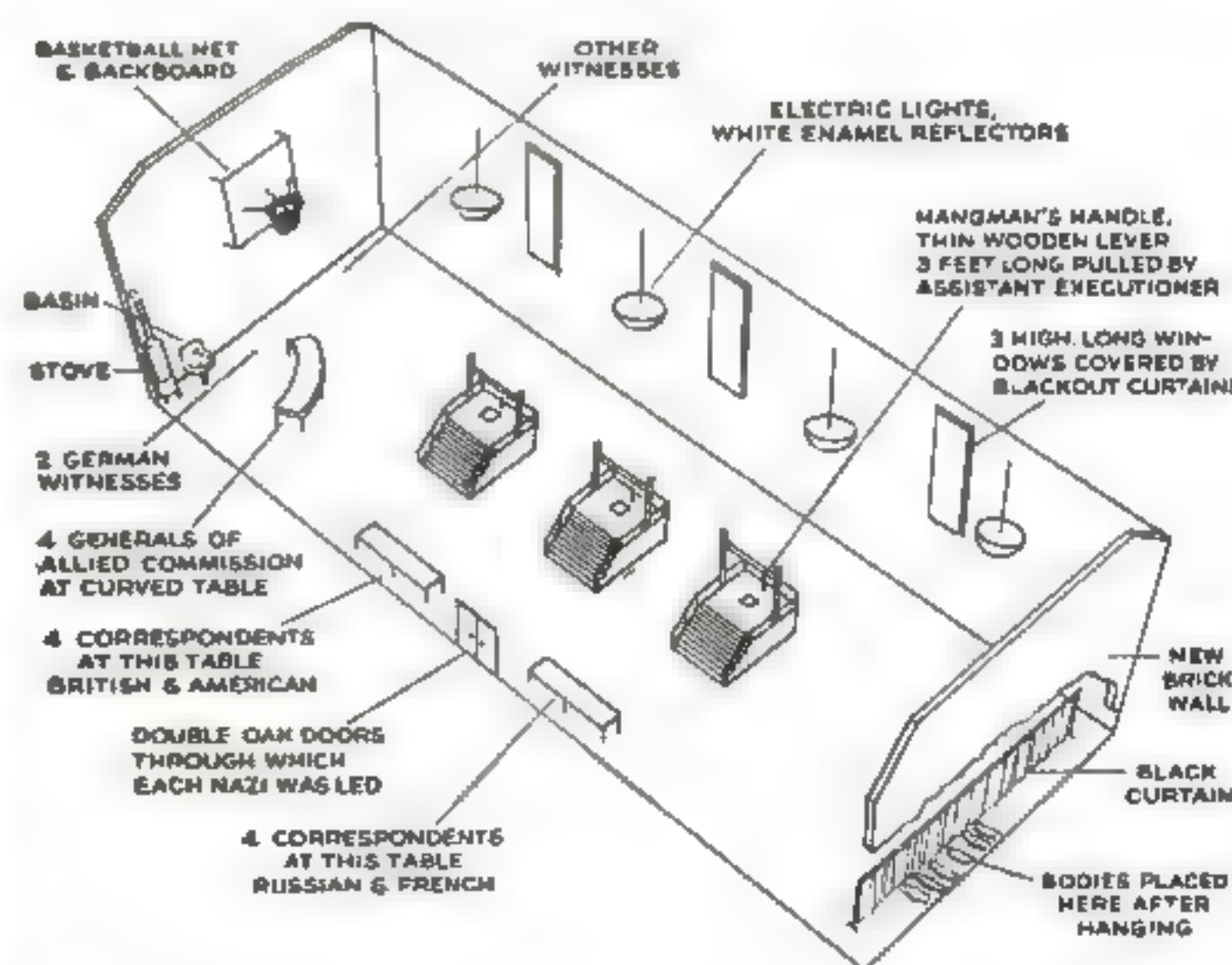
Except for one official U.S. Army photographer, whose pictures were impounded by the Allied Control Council, no photographers were allowed to attend the Nürnberg hangings. But on these pages LIFE presents drawings of what went on within the dusty gymnasium of death. The details on which these drawings are based were obtained by *Time & LIFE's* Nürnberg correspondent, John Stanton, from an eyewitness.

The first man hanged was former Foreign Minister von Ribbentrop. "He was wearing," Stanton cabled, "the same brown suit, blue shirt and maroon tie he had often worn in court. His thinning gray hair had been ruffled by the wind as he crossed the yard from his cell. He had the same strange, frozen expression—head thrown far back, eyes half closed—that he had had in court. Directly behind him walked a Protestant chaplain. At the doorway to the execution chamber a slim, very military American lieutenant colonel met Ribbentrop, his two guards and the chaplain and led the little procession down the room to the north gallows. The guards then led Ribbentrop up the 13 gray-black steps to a point on the trap where they wheeled him sharply around to face the audience.

"There Ribbentrop came out of his frozen attitude to shout, 'God save Germany!' Next he asked whether he could make a statement. The interpreter hesitated a second until the executioner had draped the noose with its unlucky 13 knots over Ribbentrop's neck, for orders were that all prisoners must have the noose on their necks while making final statements. Then Ribbentrop made a statement in which he asked for an alliance between East and West because 'I wish peace to the world.' As he spoke (see opposite page), the last-second preparations for his execution continued.

"When Ribbentrop finished, the lieutenant colonel made a cutting motion with his right hand. The executioner pulled the black hood over Ribbentrop's head and pulled the rope tight with a hard, swishing sound. The assistant eased the lever forward. The trap fell open and with a sound midway between a rumble and a crash, Ribbentrop disappeared. The rope quivered for a time, then stood tautly straight."

In succession each of the other nine men followed Ribbentrop to the gallows. Only Streicher shouted a Heil Hitler! at the gallows (left, center). At the end, Göring's body, covered with a blanket, was brought in on a stretcher and placed midway between the center and the north gallows. The eight Allied correspondents present, together with the only two German witnesses, Dr. Wilhem Hoegner, minister-president of Bavaria, and Jakob Leistner, onetime chief prosecutor-general of the Nürnberg high court, gathered at the foot of the body (left, top). Then soldiers whisked away the blanket. The most noticeable thing about Göring was the light-green color of his skin from the potassium cyanide he had taken. GIs covered Göring and carried him behind the curtain (see diagram, below) where the leaders of Nazism lay in dishonored death.



DEATH CHAMBER, 88 feet by 33 feet, with peeling gray plaster walls and dusty wooden floor, was prison gymnasium in which U.S. guards had played basketball three nights earlier. Only the two gallows at left were used. The third gallows was in reserve.



RIBBENTROP was first to hang. As he stood on trap, making his final statement, he looked toward the door he had entered. Two guards and an officer stood near him, a Protestant chaplain prayed, an interpreter (*left*) took down his statement, a *pfe thund*

on rail) waited to spring lever, and chief executioner tied a web belt around his legs before adjusting the black hood. A Soviet doctor with a stethoscope and an American doctor with a flashlight, waiting at foot of gallows, pronounced him dead 19 minutes later.



IN HIS DISMANTLED APARTMENT GERHARD EISLER (OR HANS BERGER), STOPPED AS HE WAS ABOUT TO LEAVE U.S., SITS IN THE UNFAMILIAR GLARE OF PUBLICITY

A SECRET BOSS OF THE U.S. COMMUNISTS IS EXPOSED

When he abandoned Communism to return to Catholicism, Louis F. Budenz, onetime editor of the *Daily Worker*, vowed to observe a year's "retreat," i.e., thoughtful, prayerful withdrawal. That year was up this month. Budenz, now an economics teacher at Fordham University, promptly made news.

In a radio address he said that the secret and supreme boss of the U.S. Communist movement was a man known to the party as Hans Berger, living in New York. Hans Berger was the channel for all directives from Moscow to the American Communist movement, yet he was so perfectly concealed from the public eye that even ranking Communists had never seen his face nor heard his name.

New York newspapers went on a man hunt which ended when the *World-Telegram's* Frederick Woltman flushed a strange quarry in Queens. It

was the mild-voiced, bespectacled little man shown above. He resembled nothing so much as an underpaid bookkeeper. His name, he said, was Gerhard Eisler. He was 49. He and his pretty, youngish wife lived in a three-room, \$35-a-month walk-up apartment. He made a modest living writing articles and doing historical research for other journalists. "In my opinion, I am a very unimportant person."

Eisler was being far too modest. His sister, Ruth Fischer, a reformed Communist, said that he definitely was the man known as Hans Berger. "But he is being overrated," she added with sisterly contempt. "He is not the boss of U.S. Communists. No one in America is. But he is one of the bosses."

Boss Eisler, or Berger, is an Austrian World War I veteran who was a Communist leader in Germany after the war, became embroiled in an intra-party dispute and was recalled to Moscow. In the

same fight his sister was condemned to the hell of capitalism. After proving his loyalty in Moscow he was assigned, as a further test, to the Far East. Succeeding again, he returned to Germany, then became an international Communist agent. He was on a mission to Mexico in 1941 when shipping difficulties halted his trip and made him a temporary resident of the U.S. on a worker's pass. Here he quickly assumed high powers in the party. Last week he and his wife were about to sail for Germany. But the Budenz speech interfered. Their visas were suddenly canceled by the State Department.

In the U.S. at week's end Eisler still denied that he was Hans Berger. But by that time the question seemed almost academic. If, as some suspected, he had been assigned to Germany as a likelier field for his unusual talents, the publicity probably had ended his usefulness there as well as in the U.S.

Who put Grandma in the driver's seat?



There was a time when "For Men Only" signs hung pretty firmly on the steering wheels of cars.

Reason: In the early days, it took a potent arm to twist stem-winding engines into action—so Grandma, Mother and the girls were relegated to the back seat.

But there wasn't much of a market for horsepower that sat in the family garage from Monday till Saturday while Papa was at work.

So—years ago, men got busy developing a thing called the self-starter.

They were General Motors men, and they were—quite frankly—looking for bigger sales of their product and a more prosperous business for themselves.

But look what happened:

The self-starter sold a lot of cars. It made money for GM. And part of

those earnings, plowed back into the business, enabled GM to build better cars.

You know the results.

You know the fine cars we have today—the big factories—the modern equipment—the thousands on thousands of jobs—the multiplied wages that have come with automobile progress.

You know how Grandma has moved from the back seat to command of a car of her own. How distance has been shortened, roads

improved, all life bettered because of the automobile.

And what has GM's share been? In the past 29 years, its stockholders have received in dividends an average of about 7½¢ on each dollar of sales. In the war years, they got only 3½¢.

Not much to pay, is it, for the jobs made, factories built, improvements provided, comforts added to living?

In short—here's a pretty good demonstration of how greatly *all the people* profit when a business prospers.

GENERAL MOTORS

"MORE AND BETTER THINGS FOR MORE PEOPLE"

*The People profit
when a Business prospers*



On the Air: HENRY J. TAYLOR, coast to coast, twice weekly. See your local newspaper for time and station.

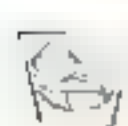
CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC • BODY BY FISHER • FRIGIDAIRE • GMC TRUCK & COACH • GM DIESEL



Three steps to a "Roses Toddy"

IN THREE very easy steps you can make yourself America's oldest mixed drink at its delightful best.

We're referring to a Four Roses Cold Toddy, nicknamed the "Roses Toddy."



1. Into a large Old Fashioned glass put 2 ice cubes, 1/2 teaspoon of sugar and 1/4 jigger of water.



2. Pour in a generous jigger of matchless Four Roses.



3. Twist a strip of lemon peel over the drink and drop it in. Stir gently.

We think, when you taste it, you'll discover how delectable a Cold Toddy can be when it's made with that truly magnificent whiskey—Four Roses.

Four Roses is now a Blended Whiskey—a fine blend of 40% straight whiskeys, 5 years or more old, and 60% grain neutral spirits, 95.5 proof.

FOUR ROSES

AMERICA'S MOST
FAMOUS BOUQUET



Frankfort Distillers Corporation, New York



PEOPLE

PRESIDENT AND JUSTICE BLACK SUFFER EMBARRASSING MOMENTS

Two amusing incidents occurred at the White House one day last week. For the annual visit of the Supreme Court to the President, Justice Hugo Black rode over in Chief Justice Vinson's car. The justices paid their respects and a formal portrait was taken. After all the formalities were over and the justices were gathered in the portico, Justice Robert Jackson noticed Vinson driving off alone. He began to kid Black about being deserted, gaily offered him a lift. Bystanders, mindful of this summer's bitter Jackson-Black feud, smiled uneasily at the joking, but Black laughed heartily (*top pic-*

ture) and said thanks no, his own car was coming.

The big joke of the day, however, was on the President, who was led to believe that the justices of the Supreme Court always dress in formal morning clothes for their annual call at the White House. Before the visit he dashed upstairs, changed into an impeccable cutaway and striped trousers. But when he went downstairs to meet his distinguished callers, he was somewhat abashed to discover that only Justice Jackson was dressed in a similar outfit. The other eight justices appeared in varying types of baggy business suits (*bottom picture*).



JOKE WAS ON JUSTICE BLACK (LEFT) WHEN VINSON'S CAR LEFT WHITE HOUSE WITHOUT HIM. HEARTIEST LAUGHER AT INCIDENT WAS JUSTICE JACKSON (RIGHT)



JOKE WAS ON PRESIDENT TRUMAN WHEN HE DRESSED UP IN CUTAWAY FOR THE JUSTICES' VISIT. ONLY JACKSON (SECOND FROM RIGHT) WAS SIMILARLY ATTIRED

MEN!

I MAKE THIS NO-RISK MONEY-BACK OFFER

BECAUSE I'M SURE YOU WILL LIKE MY SHAVE CREAM



F. W. FITCH, Founder
The F. W. Fitch Company



CONTAINS Special
SKIN CONDITIONER
LARGE TUBE
40c

Developed especially for super-sensitive faces, FITCH'S SKIN CONDITIONER brings solid comfort shaves to men who've "tried everything."

- 1 Gives an easy, close shave even in cold or hard water.
- 2 Cools your sensitive skin as soon as it is applied . . . spreads easily and quickly.
- 3 So smooth it helps your razor get a clean, even stroke . . . makes blades last longer.
- 4 Leaves the skin feeling soft . . . refreshed!

MONEY-BACK OFFER

Get a tube of Fitch's No-Brush Shaving Cream from your drug counter and use it regularly for 5 days. If at the end of that time you don't agree with me that it gives the cleanest, most comfortable shave . . . then send the empty carton, together with your name and address, to me: Mr. F. W. Fitch, The F. W. Fitch Company, Des Moines 6, Iowa, and I will refund your purchase price.

BRUSH USERS! Ask for Fitch's Brush Shaving Cream. It also contains the special "skin conditioner" and gives an abundance of lather.

BRAND NEW! "FITCH SANDWAGON" starring PHIL HARRIS and ALICE FAYE. Every Sunday over NBC Network, 7:30 p. m., E. S. T.

Fitch's

NO-BRUSH SHAVING CREAM

The F. W. FITCH COMPANY • Des Moines 6, Iowa • Bayonne, N. J. • Jackson, Miss. • Los Angeles 21, Calif. • Toronto 2 Can.

When You Buy Look for This Famous Trade-Mark

TRADE-MARK

WINDBREAKER

U.S. PAT. OFF.

JOHN RISSMAN & SON

*America's
Largest
Famous
Jackets*

↑ Leisure Jacket - Vieg. n Wool. Solid Color-Rayon Lined. \$13.95

← Zipper front Windbreaker-combed gabardine, wool lined . . . \$12.25

ON SALE EVERYWHERE AT MEN'S STORES

JOHN RISSMAN & SON
305 W. ADAMS ST., CHICAGO 6, ILL.

DEALERS
SEND FOR
SAMPLERS

PEOPLE CONTINUED



HENRY WALLACE AND DAUGHTER simultaneously began new lives. Pretty Jean Wallace, wearing white satin (above), married Wallace L. Douglas, a broker from Pennsylvania (left, below) in Washington. Same day it was announced that her father (right, below) would be editor of the *New Republic* at \$15,000 a year.



CONTINUED ON PAGE 30



Teleran pictures—air traffic control by radar plus television.

Teleran—"radio eyes" for blind flying!

It's-a television "information please" between airplane and airport—with all the pilot's questions given split-second answers on a "newsreel" television screen mounted right in the cockpit.

Teleran (a contraction of *TELE*vision—*R*adar *Air* Navigation) collects all of the necessary information on the ground by radar, and then instantly transmits a television picture of the assembled data to the pilot aloft in the airplane.

On his receiver the pilot sees a picture showing the position of his airplane and the position of all other aircraft near his altitude, superimposed upon a terrain map complete with route markings, weather conditions

and unmistakable visual instructions. The complex problem of air traffic control is well handled by Teleran.

Teleran—another achievement of RCA—is being developed with Army Air Forces co-operation by RCA Laboratories and RCA Victor, endless sources of history-making developments in radio and electronics. They are also your assurance that when you buy any product bearing the RCA or RCA Victor monogram, you get one of the finest instruments of its kind science has yet achieved.

Radio Corporation of America, RCA Building, Radio City, New York 20 . . . Listen to The RCA Victor Show, Sundays, 2:00 P. M., Eastern Standard Time, over the NBC Network.



Instrument Panel of the Future. The Teleran Indicator, mounted in a cockpit, greatly simplifies the pilot's job with its quickly understood picture showing his position relative to the airport and to other planes in the vicinity. It promises to become one of the most useful developments in the history of aviation.



RADIO CORPORATION of AMERICA



MINIATURE SPEED GRAPHIC

THEY'RE BACK!

The favored 2 1/4 x 3 1/4 Speed GRAPHIC is "back from the wars" and again available for your inspection at GRAFLEX Dealers. The Miniature Speed GRAPHIC, smallest of the famous Speed GRAPHIC family, combines many prize-winning features in a compact,

easy-to-handle camera that will delight the most exacting photographer. See your GRAFLEX Dealer—or write to Room 91, GRAFLEX, Inc., Rochester 8, New York, for an illustrated brochure describing the all-purpose applications of Speed GRAPHIC cameras!

GRAFLEX, INC.,

Rochester 8,
New York

VISIT Graflex Information Centers — At 50 Rockefeller Plaza, New York, N. Y. and 3045 Wilshire Boulevard, Los Angeles, California.

PEOPLE CONTINUED



THREE BRITONS in last week's news were reminiscent of 1936. Stanley Baldwin, who as prime minister forced Edward VIII to abdicate, made a rare public appearance at Cambridge (*above*). Edward, now Duke of Windsor, and his duchess (*below*) landed for a visit in England, where her jewels were promptly stolen.



AN AMAZING
OFFER TO TRY
THIS DELICIOUS
INSTANT COFFEE!



It's the NEW G. WASHINGTON'S
—the 100% pure Instant Coffee—made in 5 seconds!

HERE'S a grand chance to discover the best cup of coffee you ever tasted—the NEW G. Washington's Instant Coffee. Just half a teaspoonful and boiling water, for a delicious, rich-bodied cup of coffee. And no wonder! For G. Washington's is ALL coffee, with no dextrins, maltose or dextrose added. Best of all, it costs no more! The 2-oz. container is equal to a full pound of ground coffee. Get a jar of G. Washington's at your grocer's or delicatessen today. Try it—then take advantage of this special offer.

A PRODUCT OF AMERICAN HOME FOODS, INC.

NEW G. Washington's
INSTANT COFFEE



**SPECIAL
OFFER!**
VANADIUM STEEL
KITCHEN KNIFE

65¢ VALUE FOR
ONLY **25¢**

and one label from
NEW
G. WASHINGTON'S
INSTANT COFFEE

Here's a super-quality knife you'll use a dozen times a day! Made by Carraugus, it has a sharp-cutting blade of chrome plated Vanadium Steel that holds a fine edge. The handle is of molded non-slip rubber. A perfect, general utility knife!

OFFER EXPIRES NOV. 30, 1946

You know how hard it is to find a knife of this fine quality! Why not send for yours today? Get the NEW G. Washington's Instant Coffee at your grocer's or delicatessen. Then send a letter with the label 25¢ and your name and address (or use the coupon below). Send for yours now!

← **ACTUAL SIZE 7 1/2 INCHES**
Rust-resisting and stain-resisting

G. Washington's Instant
Coffee, P.O. Box 185,
New York 8, N. Y.

I enclose a label from
G. Washington's and 25¢
(send coin, no stamps).
Send me the Kitchen Knife.
Offer expires Nov. 30.

NAME.....
ADDRESS.....
CITY.....
ZONE.....STATE.....

Look... At Hotpoint's
New Butter Conditioner!



Saves Time



● Hotpoint's new Butter Conditioner keeps butter within easy reach . . . easy to find! And it eliminates the need for an extra dish.

Saves Space



● Built-in butter compartment is located above top shelf, leaving extra storage space for your milk bottles.

Saves Butter



● Temperature Control keeps butter sweet, fresh. There's no waste, because it's always at proper consistency for smooth, easy spreading.

Saves Bread



● You'll find that bread goes a lot further, because you can cut it much thinner and still spread butter on it with ease.



YOU take the waste out of butter-spreading, make your butter last longer, with the thrifty new Butter Conditioner in the 1946 Hotpoint Electric Refrigerator. This is just one of many outstanding economies and advantages Hotpoint brings you today! Five other zones of planned storage are easily adjustable for every type of food. See the new Hotpoint Refrigerator at your dealer's. Compare its quality, its performance, its price. You'll discover, value for value, feature for feature, Hotpoint is the best refrigerator buy!

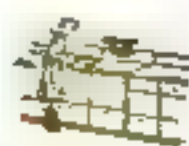
Every outstanding feature from the famous Thriftmaster mechanism to the gleaming white Calgloss finish is a tribute to the Hotpoint 40-year reputation for dependability . . . The performance of the Butter Conditioner, stainless steel Speed-Freezer and many other features contribute to greater kitchen efficiency and convenience . . . You'll be amazed at the moderate price and surprisingly economical operating cost of the modern Hotpoint Electric Refrigerator.



THE NEW HOTPOINT FREEZER has three sliding wire baskets that enable you to group frozen foods—remove them easily. This new freezer has illuminated interior, lift-top and dial control. Available soon at Hotpoint dealers.



PLAN YOUR KITCHEN AROUND 3 HOTPOINT WORK-SAVING CENTERS



COOKING CENTER. New Hotpoint Automatic Electric Range—ideally located near sink or dining room door—cookfast and automatically.



FOOD STORAGE AND MIXING CENTER. New Hotpoint Electric Refrigerator keeps food fresh longer—provides convenient storage space.



DISHWASHING CENTER. Hotpoint Electric Dishwasher automatically washes, rinses and dries dishes. Hotpoint Disposall® whisks away waste.

Copyright 1946 Edison General Electric Appliances Co., Inc., Chicago

*Reg. U. S. Patent Off.



"He won't go anywhere without Post-Tens!"



10 individual servings—7 favorite cereals

Here's the famous "pick 'n' choose" package of 7 favorite breakfast cereals—including Post's newest triumph, Rice Toasties. It's new! It's tops! It's tendertoasted! . . . **10 INDIVIDUAL BOXES** in the gay new red-white-and-blue package of Post-Tens—each box a generous serving . . . **VARIETY FOR ALL.** 7 cereal favorites: Post's Rice Toasties, Raisin Bran, Corn Toasties, Grape-Nuts, Grape-

Nuts Flakes, 40% Bran Flakes—plus Nabisco Shredded Wheat . . . **ALWAYS FRESH.** Individual, single-serving boxes guard that oven-crisp goodness till ready to serve . . . **CONVENIENT.** Simply put the Post-Tens package on the table and let everyone go for his favorite cereal . . . **NO WASTE.** No "leftovers" with Post-Tens—each box gives just the right amount for a single serving.



IN THE LITTLE BACK ROOM OF "HINKY DINK'S" CIGAR-STORE HEADQUARTERS HIS REAL FRIENDS PAY HOMAGE TO HIS CHAIR, HIS CUSPIDOR (BACKGROUND)

THE PASSING OF HINKY DINK

Many an Irish face was long and sad last week in Chicago's famous old First Ward. In an imposing funeral parlor the cops and politicians, gamblers and bums gathered at the wake of Michael F. ("Hinky Dink") Kenna, dead at 89, last of the First Ward's rich, powerful bosses. But the wake was festive compared to the solemn conclave in the beery back room of the dark, narrow cigar store shown above. Here his real friends, the "old boys," paid him the homage he would really have appreciated: reminiscences of Hinky Dink's palmy days.

"The Little Fellow," they called him. He was only five feet four. But he ruled the city's richest and most colorful ward for almost 50 years, most of them from this little back room. His partner, boisterous, lavender-trousered "Bathhouse John" Coughlin, made the noise and was the public's hero. But it was the Little Fellow who ran the elections with his tightly organized political machine. Corrupt? Not, at least, by Chicago standards then. Chicago was young, wild and booming and the First Ward was a sprawling den of vice all the way

from Bed Bug Row to Hell's Half Acre. But the Little Fellow never allowed anybody to bother decent people as long as they stayed where they belonged. With his paternal protection and his gigantic glasses of 5¢ beer, Hinky Dink won everybody's affection—and everybody's vote. Now that was over. The "reformers" had moved into power, "cleaned things up," and now the vice was scattered all over town, just as the Little Fellow had said it would. Yes, said the boys at the wake, there was many a one who had better be dead than him.



THE COPS MAKE AN ARCH OF NIGHT STICKS AS PALLBEARERS CARRY HINKY DINK'S COFFIN FROM THE CHURCH



IN A WEAVING LINE FUNERAL CORTEGE OF HINKY

THE LITTLE FELLOW'S BLEAK FUNERAL WAS A FAR CRY FROM OLD FIRST WARD DAYS WHEN HE CONTROLLED VICE RINGS

They buried the Little Fellow on a bleak, windy Chicago morning. The machine politicians, the racketeers and the cops paid their respects. But the funeral was a dud. The flowers only filled three cars. When his partner, Bathhouse John, died in 1938, the flowers filled five. Even Mayor Keady did not show up. Somebody said he went to Boston for the ball game instead.

It would never have happened like this in the old days when Chicago mayors got their offices from Hinky Dink and his machine. It was a fine machine. All the First Ward's pumps and pillars, lawds and bookies owed their freedom to the Little Fellow's protection. His organized benefit plan bailed them out of infre-



"BATHHOUSE JOHN" COUGHLIN was famous for his top hats, loud clothes. He got his start and nickname by running a Turkish bath.



AT BATHHOUSE JOHN'S WAKE in 1938 Hinky Dink (center) was chief mourner and attraction. Knowing how John would want it, Hinky Dink arranged a brass band which blared *Nearer My God to Thee* and was followed by 200 cops.



YOUNG HINKY DINK was hard worker who had got his start outshouting other newsboys in front of the *Tribune* building.



DINK SLOWLY LEAVES THE FIRST WARD OF CHICAGO



AT HIS GRAVE HE IS MOURNED BY ALDERMAN JOHN BUDINGER (LEFT), FRED MORELLI, WHO NOW HAS HIS JOB

quent arrests, sent tubercular prostitutes to Colorado. At election time floaters from miles around swelled the ward's population and its vote, swilled its free beer, then disappeared. With his tight political feudalism and his cheap beer, the Little Fellow kept Bathhouse and himself in office year after year and withstood the most vicious attacks from the despised "reformers." There was the time in 1909 when Evangelist Gypsy Smith led a mob into the red-light district to pray for its sins, and most of the men stayed behind. Then there was the awful time when the women got the vote and a woman almost got elected alderman. It took the huns on every freight train in Chicago to beat her. All this was busi-

ness to Hinky Dink. He himself was a sober man, married to a churchgoing temperance worker.

But Prohibition and time finally finished the Little Fellow and Bathhouse John. The 28-ounce nickel beer glasses (*below*) were sadly given away (one as a goldfish bowl). And then the Little Fellow retired in favor of the rising young Kelly-Nash machine, spent his declining years smoking dollar cigars and losing his teeth in Chicago's Blackstone Hotel. He never went out even to funerals. This said his friends explained Hinky Dink's own unsuccessful funeral. "If you don't go to other people's funerals," the boys observed, "they won't go to yours."



THE 5¢ BEER, basis of the ward's power, went out with Prohibition. When he gave the glasses away, Hinky Dink gave one to the president of the W.C.T.U.



THE FRONT for Hinky Dink's little back room headquarters was his plain cigar store. To see him you slipped \$50 across the counter, got the pass signal: two cigars.



HIS DECLINING YEARS were spent smoking dollar cigars all day long. They were provided by "Hymie" Gordon (right), who somehow got them even during the war.

Young in Spirit... Modern in Mood

"Ariette"

a new design For Youthful Figures...

"Ariette" gives that subtle pointed uplift which is youth itself to bosoms which are average or just-a-trifle under average. Featured in 100% pure White Irish Linen, in gay Plaid Gingham and in Tearose Broadcloth—\$1.50 and up.

BRASSIERES BY

Maiden Form



If you can't find your style at first, try again! Dealers receive shipments monthly. Send for free Style Folder: Maiden Form Brassiere Company, Inc., New York 16

"There is a Maiden Form for Every Type of Figure!"

KAYWOODIE
grew up with America



The KAYWOODIE organization, founded in 1851 before the first transcontinental railroad (picture shows Indian attack on railroad-builders) has been engaged ever since in enhancing the pleasure of smoking. Kaywoodies are the result of the most modern methods in existence and of skilled hand-work, long experience, special training, accuracy and painstaking effort. They are the world's best smoking pipes. For smoking-pleasure, comfort and authentic style, see the Kaywoodies at your dealer's, \$3.50 to \$25 Imported Briar. Kaywoodie Company, New York and London. Folder on request

*Sweeter as the
years go by*



Trade Mark



Handmade
Super Grain
\$5

Hinky Dink CONTINUED



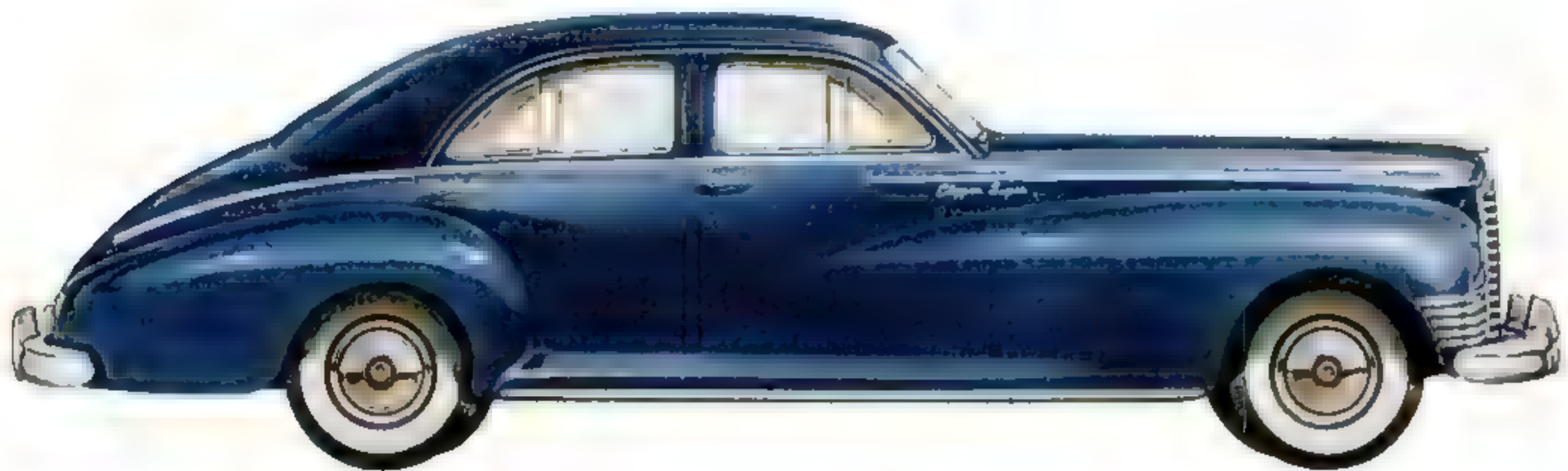
THE PRECINCT CAPTAINS gathered solemnly at the wake. But they were not the captains of Hinky Dink's day. Now the ward bosses take their orders from the Kelly machine in City Hall. The First Ward's power is gone.



BIGGEST WREATH came from "Greasy Thumb" Jack Gusik, generally regarded as successor to Al Capone. Greasy Thumb came to the wake too. "Loud-mouth" Hymie Levin sent flowers, could not come out of hiding to attend.



SADDEST MAN OF ALL was 78-year-old Joe Friedman, who had worked for Hinky Dink since 1890. He had seen the First Ward boys at the height of their power, stuck with them until, now, the last of them had passed away.



PACKARD SUPER TOURING SEDAN

Note to car-hungry Americans:

The selection of a new motor car is a decision you haven't had an opportunity to make in almost five long years—so choose wisely!

And remember that today—more than ever before—it is sound judgment to

"Ask the man who owns one!"

a showing of the newest fashions . . .

The Air Step Fall Fashion Revue

OCTOBER 26 TO NOVEMBER 2

featured at the better stores
throughout the country . . .



The shoe with the
youthful feel



IN CUT AND FABRIC THIS IS A MOST UNCONVENTIONAL GOWN FOR A BRIDE. IT IS MADE OF VELVET, HAS SHORT SLEEVES, BARE SHOULDERS, LOW-CUT NECK

WEDDING DRESSES

Lavish new gowns for brides and attendants break all the rules

Bridal gown tradition was rudely shattered last fortnight at a bridal fashion show in the Hotel St. Regis in New York. Model brides paraded along the runway in dresses of gold cloth and velvet, in brief sleeves and slit skirts. A divorcee's bridal attendant wore shocking black lace and silver fox. These unorthodox gowns were part of a group of seven complete weddings planned by Barbara Barrie, head of the Bridal Salon of The Tailored Woman. She stressed untraditional wedding gowns be-

cause many modern brides do not want the kind of dresses to be treasured in an attic but ones which, with slight changes, can be worn to parties.

Miss Barrie, whose staff handles about 400 weddings a month, anticipates a rash of lavish weddings in the next 12 months, though costs are up about 100% over 1939. Most brides in 1939 were satisfied with a \$50 gown and \$18 bridesmaids' dresses. A comparable 1946 bride pays about \$200 for her gown, and bridesmaids' dresses cost \$50.

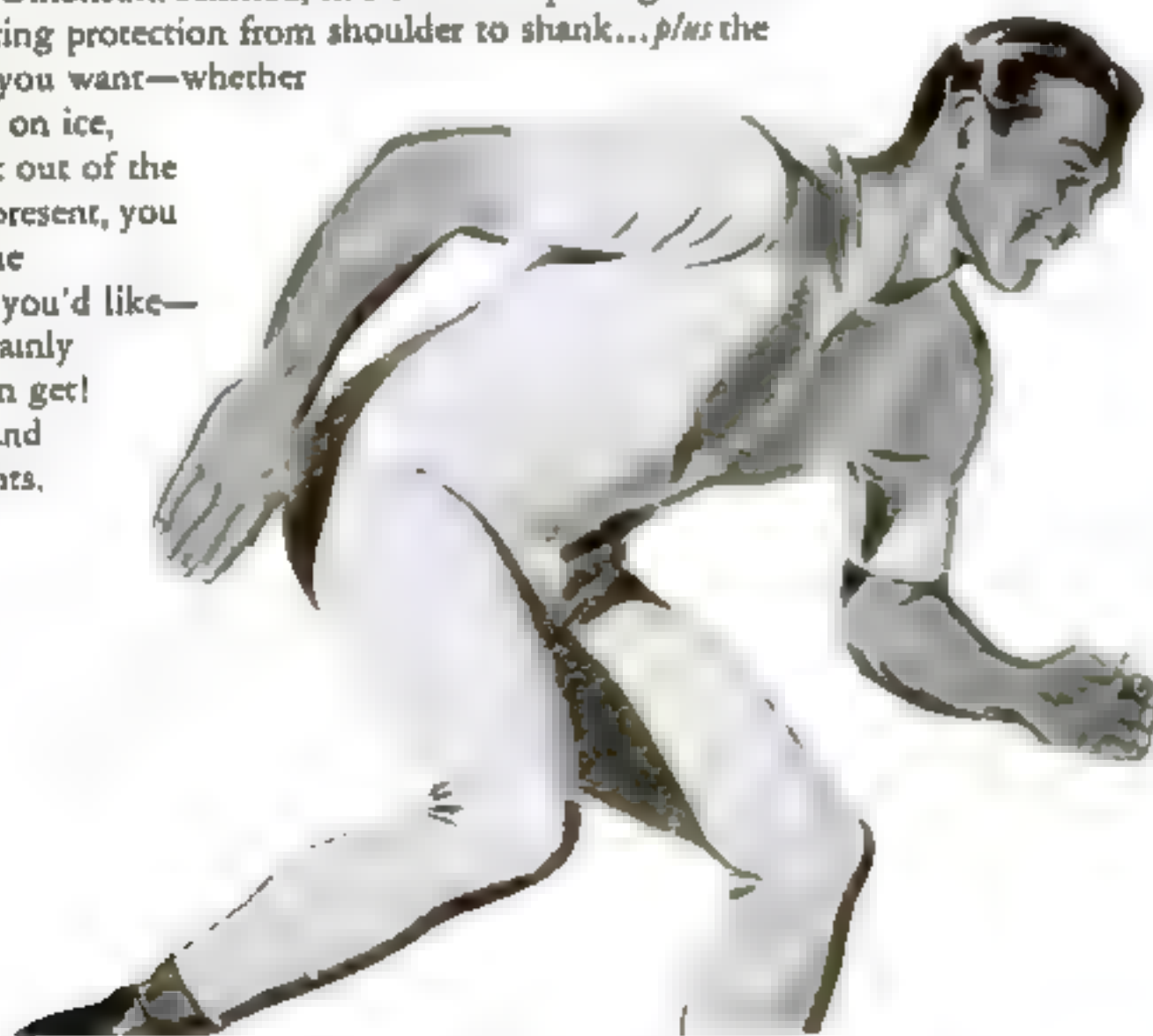
To improve your skating like this

JAMES CAESAR, World's Champion professional speed skater, now featured in "Icetime," at the Center Theatre in Rockefeller Center, New York, advises: "Proper use of your hands makes for perfect balance and confidence as you speed over the ice. Overcome the tendency to run—the trick in good skating is to develop long, even, rhythmic strides. You must have unhampered ease of movement."
That's a good reason why...



It's best to be dressed like this

FREEDOM OF ACTION and comfortable warmth are yours *together* in a Munsingwear Unionsuit. Knitted, this slick one-piece garment offers snug-fitting protection from shoulder to shank...*plus* the give and ease you want—whether you're skating on ice, or shoveling it out of the driveway! At present, you can't get all the Munsingwear you'd like—but you'll certainly like all you can get! Light, heavy, and medium weights.



MUNSINGWEAR

REG. U.S. PAT. OFF.

The action underwear for active men

MUNSINGWEAR, INC. • MINNEAPOLIS • NEW YORK • CHICAGO • LOS ANGELES

Wedding Dresses CONTINUED



HOLLYWOOD BRIDE is wrapped in a \$1,800 flashy gold metal-cloth gown with deep, low-cut neckline and seed-pearl embroidery over bust. In place of customary virginal white headdress this bride wears green ostrich feathers.



THE DIVORCEE goes to the altar in a gown of gold crepe. The slim skirt has a suggestion of a train in back and a slit in front. The attendant's dress is black, a sober note usually reserved for the men in a wedding procession.

CONTINUED ON PAGE 60



"We carry the mail—the railroads and I"

"It may be a post card or a letter, a package or a publication. The weather may be fine, or just downright miserable. But regardless of what sort of mail it is...or where it's from...or what the weather's like, the railroads and the Railway Mail Service bring the mail through to me from everywhere in America.

"Once the railroads get your mail to me, it's up to me to finish the job. And folks on my route know that weather conditions don't stop me, either!

"The letters I carry tell the story of the lives and the personal affairs of folks all over. And I'm glad

that people feel they can count on me and my partner—the American railroads!"

Yes, railroad mail is dependable. And it's economical, too, with first-class mail carried by rail providing the surplus revenues which help support other valuable postal services.

But carrying more than 90 per cent of this country's mail is only part of the public service rendered by the railroads. In every community they serve, railroads have an equally personal

relationship with local business — a partnership in which the railroads supply the efficient and dependable transportation which makes possible America's vast productive capacity.

And these railroads are home-town partners of yours. They employ local people, buy supplies locally, own local property and pay local taxes on it. As responsible local citizens, railroads neither ask nor expect financial aid from other taxpayers.

Instead, their taxes—like yours—go to make your town a better place in which to live.

ASSOCIATION OF **AMERICAN RAILROADS** WASHINGTON, D. C.



IN PARTNERSHIP WITH ALL AMERICA



HERE'S YOUR INVITATION

to join the world's most popular,
After-Shave Club

You are cordially invited to join the well-groomed men who top off each shave with a dash of cool, bracing Aqua Velva. Invigorating as mountain air, Aqua Velva is refreshing to the face—leaves it feeling smoother. And you'll enjoy its agreeable, clean scent.

For real after-shave pleasure, use Aqua Velva regularly. It has long been the world's most popular after-shave lotion.

The J. B. Williams Company, Glastonbury, Conn., makers of fine shaving preparations for over 100 years.

A FEW OF THE MEMBERS

Maj. George Fielding Eliot
Burgess Meredith
Sir C. Aubrey Smith
Louis Calhern
Richard D. Morgan
Louis Bromfield



Wedding Dresses CONTINUED



FLOWER GIRL for a bride dressed in white satin wears a white satin, floor-length dress. Little girl attendants usually wear dresses similar to the bride's, carry miniature bridal bouquets, wear no veil but have flowers in their hair.



WHEREVER
SOAP WORKS
OLD ENGLISH
DOES BETTER.



THE MOTHERS are dressed to suit their moods. Bride's mother wears a light, carefree, beige velvet gown and giddy ostrich feathers in her hat. Groom's mother wears a somber, dark brown velveteen suit, also suitable for club socials.



Read what you get in —
2 glasses of **ONALTINE**

more VITAMIN C than 4 ounces of Tomato Juice
more PROTEIN than 3 Eggs
more IRON than 3 servings of Spinach
more NIACIN than 6 slices of Enriched Bread
more VITAMIN D than 10 ounces of Butter
more VITAMIN B₁ than 3 servings of Oatmeal
more VITAMIN G than 1 pound of Sirloin Steak
more VITAMIN A than 2 servings of Peas
more FOOD-ENERGY than 2 dishes of Ice Cream
more CALCIUM and PHOSPHORUS than 2½
servings of American Cheese

for **EXTRA DIVIDENDS**
— *take Vitamins this Newer Way!*

Take them in fortified food — the delicious Ovaltine way!

Of course, the reason you're taking extra vitamins is for keener vitality, better all-round health!

So why not get your vitamins this *newer* way that can do you more good? Why not get them in fortified food—the delicious Ovaltine way?

The reason is simple—science knows vitamins don't work alone! They work best with other food elements—Vitamin A and Vitamin C with protein, Vitamin B₁ with energy food, Vitamin D with Calcium and Phosphorus, and so on—and you get them all in each glass of Ovaltine made with milk!

For Ovaltine is an all-round supplementary food that supplies—besides vitamins—nearly every food element needed for robust health,

including those elements needed for vitamin-effectiveness.

And note—when you drink Ovaltine you not only get vitamins a preferred way—you get *much more!* High-quality protein, vital food-minerals, quick-acting energy food—things many people need as much as vitamins for vigorous buoyant health.

So if you are eating normal meals, 2 glasses of Ovaltine daily give you all the extra vitamins and minerals a normal person needs for robust health.

Then why take chances with merely vitamins alone? Why not change to Ovaltine—get your vitamins the way they can do you more good, along with all the other essential food-values Ovaltine supplies!



MANY ELDERLY PEOPLE whose digestion is weakened by advancing age rely on Ovaltine. Specially processed for *easy digestion*, Ovaltine is a well-balanced supplementary food-drink. It furnishes nourishing proteins, energy-food, vitamins and minerals which many elderly people need in larger amounts to maintain vigorous health.



1379



1520
a Melrose
print



1500



1551



1550



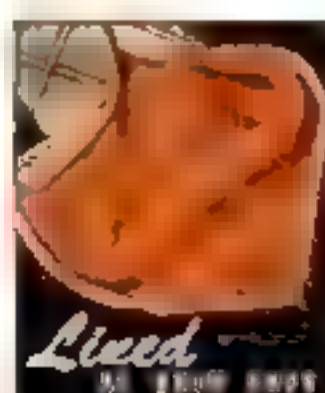
1552

From the Necktie Super Market. These remarkable direct color photographs show 12 style leaders from the mail order house which sells ties to the business and professional men of the U. S. From practically every city and town men send for ties to Haband in Paterson, N. J. and these 12 are the current favorites.

Some have wondered why men send to Paterson year after year for them when other good ties can be bought just around the corner almost anywhere. The answer lies right here in these pictures. Excellent good taste is combined with well chosen patterns and exceptional coloring.



And more obviously, of course, there are the factors of economy and convenience. All of this is possible, particularly the styling and the economy, because Haband sells absolutely nothing other than neckties—with super intensive concentration upon this one quality.

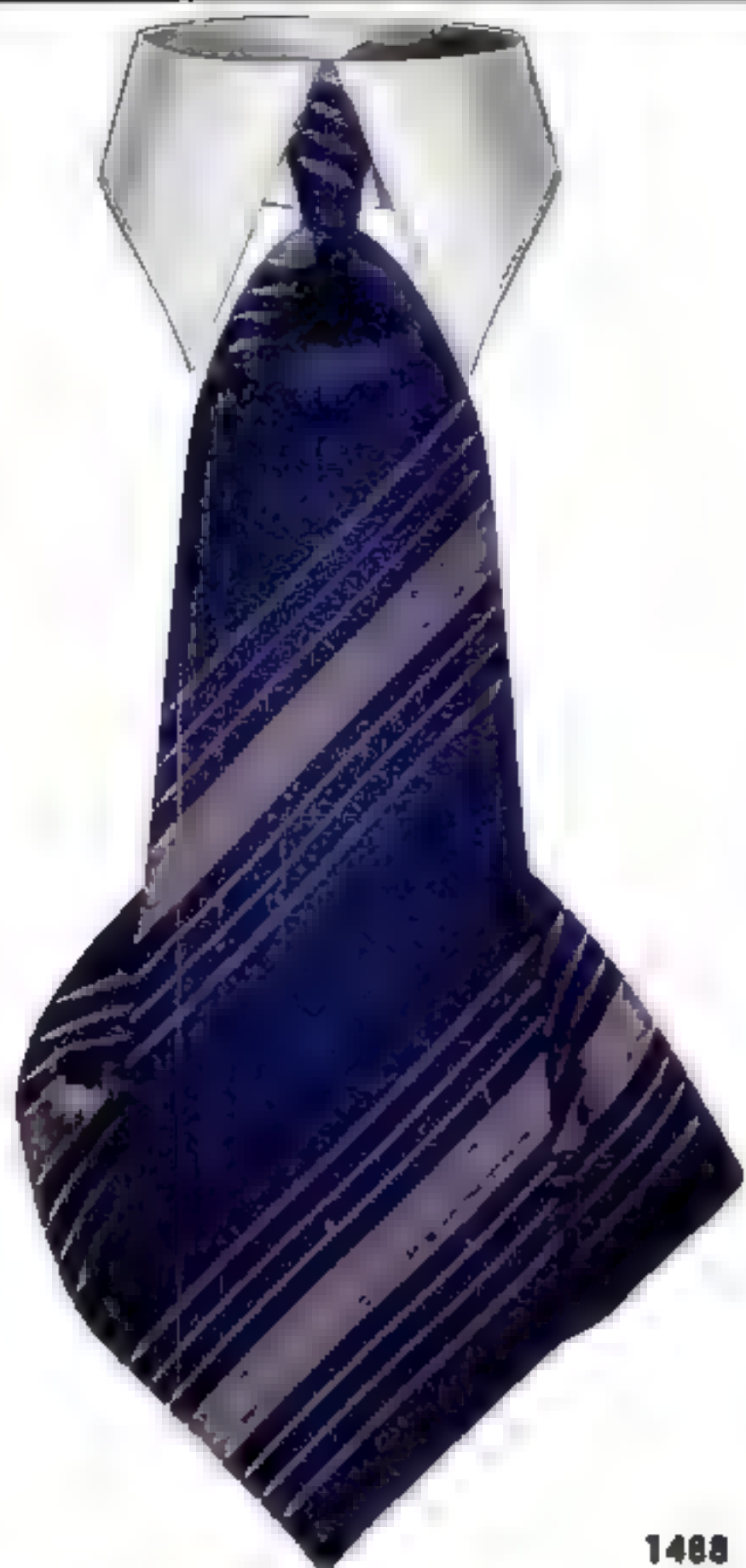


Look the pictures over, leisurely and carefully, and you will find it interesting to discover how neatly the group will fit into your own wardrobe. The pictures are honest. They neither flatter nor harm the product and as such they serve their purpose well, for men can match them up with their suits and

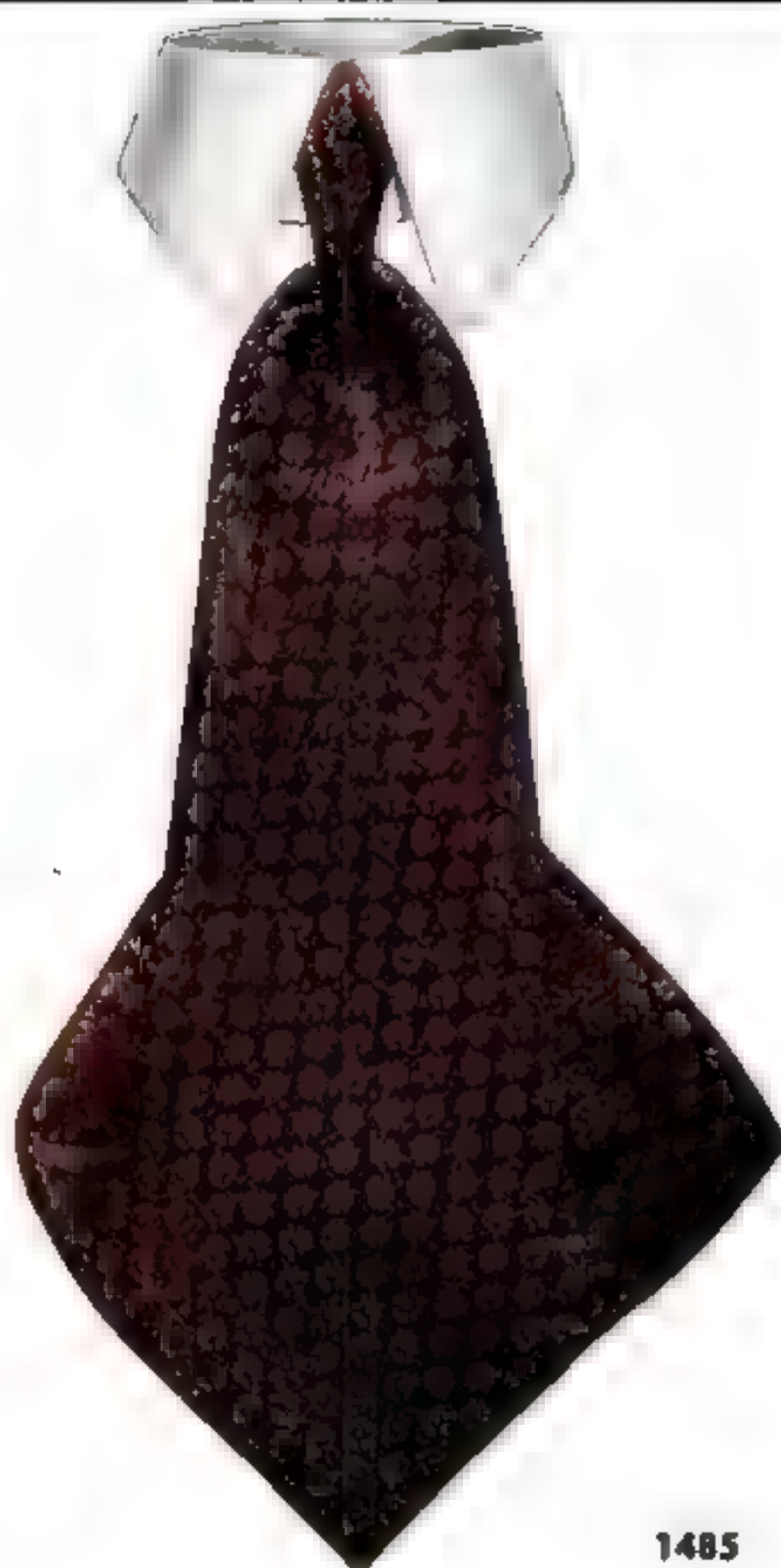
shirts in full confidence that there will be no let down when they see the actual ties, cut from today's standard rayon fabrics to regulation shape and length and expertly finished to the last detail. If you would like to get acquainted further with them you need feel no hesitation in ordering; for Haband is vouched for by all usual commercial agencies and is probably known by some of your friends and neighbors—most certainly by your Postmaster.



© Esquire Inc. 1946



1488



1485



1496



1393



1247



1497

55¢ per tie

—We pay the postage—

3 for 1.65

Minimum Mail Order

A Season's Supply

7 for 3.85

plus Desk Calendar FREE

HABAND COMPANY, Paterson 4, N. J.

You may send me the ties I have listed and for which I enclose herewith,

a \$..... remittance.

It is understood that if upon receipt of ties, I find any that I don't want to wear I can return them and have my money refunded promptly and without question.

Name.....
(Please Print)

Street.....

City.....Zone.....State.....

U.S.A. ONLY

CHECK CHOICE BELOW

1379 <input type="checkbox"/>	1551 <input type="checkbox"/>
1520 <input type="checkbox"/>	1550 <input type="checkbox"/>
1500 <input type="checkbox"/>	1552 <input type="checkbox"/>
1488 <input type="checkbox"/>	1393 <input type="checkbox"/>
1485 <input type="checkbox"/>	1247 <input type="checkbox"/>
1496 <input type="checkbox"/>	1497 <input type="checkbox"/>

**REMITTANCE IN FULL
MUST ACCOMPANY ORDER**

No C.O.D.

Full price refunded if for any reason you don't want to wear the ties and return them to us.

**WE GUARANTEE
Immediate Delivery and
NO SUBSTITUTIONS**

Check off or Jot Down the Numbers you would like to wear and send them to the company with your remittance. The ties will reach you by return mail, bringing you a thrill and satisfaction because you will find them more than you expected in fullness of body, depth of color and plain dollars and cents value—none of which can be shown in any picture. But, if for any reason you don't want to wear them, you need only send them back to have your money refunded with equal dispatch. Economical handling requires a minimum order of 3 ties. But take 7, a season's supply, and you will receive with that order a timely gift of a 1947 Easel Type Desk Calendar. Or, every tie here shown (12) plus the Desk Piece for only \$6.60.

FREE VARGA GIRL DESK CALENDAR—1947

WITH EVERY ORDER OF SEVEN OR MORE TIES

CALENDAR—approximately 5 1/2" x 8 1/2" — Easel Type Desk Calendar. Two tone imitation embossed leather frame. Separate calendar card or page for every month, and on each a new picture in full color by the famous Varga. NO ADVERTISING MATTER OF ANY KIND APPEARS ANYWHERE ON THE GIFT.



The Range to end all wishful wanting!

Here's just one... of the marvelous new 1946 Westinghouse Electric Ranges! All have exciting new features... new convenience... new speed. New Sensational Tel-o-Glance Switches. New, faster-than-ever, easy-to-clean, easy-to-use, 5-heat Coxox units for top-of-range cooking. Extra

large, lighted True-Temp Ovens for perfect results. Automatic timers... waist-high Broilers... fluorescent lights... and many, many more wonderful new developments. In fact, everything you need to have the modern advantages of electric cooking.

Amazingly automatic, superbly clean! Speedy, too. With controlled, even heat that banishes cooking failures.

These Ranges are bright stars in the grand array of Westinghouse electric servants on their way to you. See them at your Westinghouse retailer's.

Every house needs Westinghouse

Maker of 30 MILLION Electric Home Appliances

WESTINGHOUSE ELECTRIC CORPORATION • PLANTS IN 25 CITIES • OFFICES EVERYWHERE • APPLIANCE DIVISION, MANSFIELD, OHIO

Tune in Ted Maine... Monday, Wednesday and Friday... 11:45 A.M., E.D.T.... ABC Network



FLANKED BY ARTISTS' CONCEPTIONS OF HIS "X CITY," WILLIAM ZECKENDORF WORKS ON PLANS FOR FUTURE FLAMBOYANT PROJECTS

THE MAN WHO WANTS TO BUILD NEW YORK OVER

A flamboyant realtor named Zeckendorf plans cities within a city

by ROBERT SELLMER

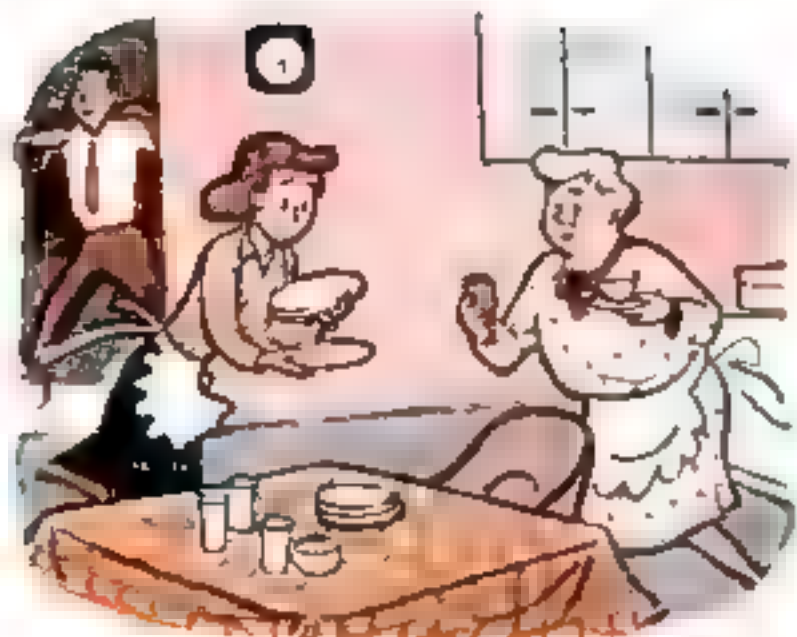
NOT since Napoleon III redesigned the city of Paris in the 1850s has anybody indulged a more grandiose appetite for real estate than a Manhattan operator named William Zeckendorf. A big, brash man of 41 with a baronial paunch and a temperamental disinclination to do business in amounts of less than seven digits, he is executive vice president of Webb & Knapp, one of the richest privately held corporations in the real-estate business. The assets under its control are close to \$50,000,000. This is about 1,000% more than in 1938, when Zeckendorf joined the firm. The prospects are that they will keep on climbing because Zeckendorf has already committed Webb & Knapp to a building program that makes Napoleon III seem niggardly

and threatens to change the face of New York.

"New York," Zeckendorf says, having in mind the city's housing muddle, its chaotic traffic and its jam-packed sidewalks, "is choking to death." To relieve the pressure he proposes to overhaul large chunks of the skyline and build whole cities within the city. As a first step he has purchased 650,000 square feet along the East River at a cost of more than \$7,000,000. In this area he plans to erect a plateau of stone and steel 40 feet high as the foundation for what he calls X City, a self-sufficient cosmopolis accommodating 1,500 families, with one office building 57 stories high, four more of 40 stories each, three 30-story apartment houses, a convention hall seating 6,000, an opera house, a 6,000-room hotel, a yacht landing, a rooftop

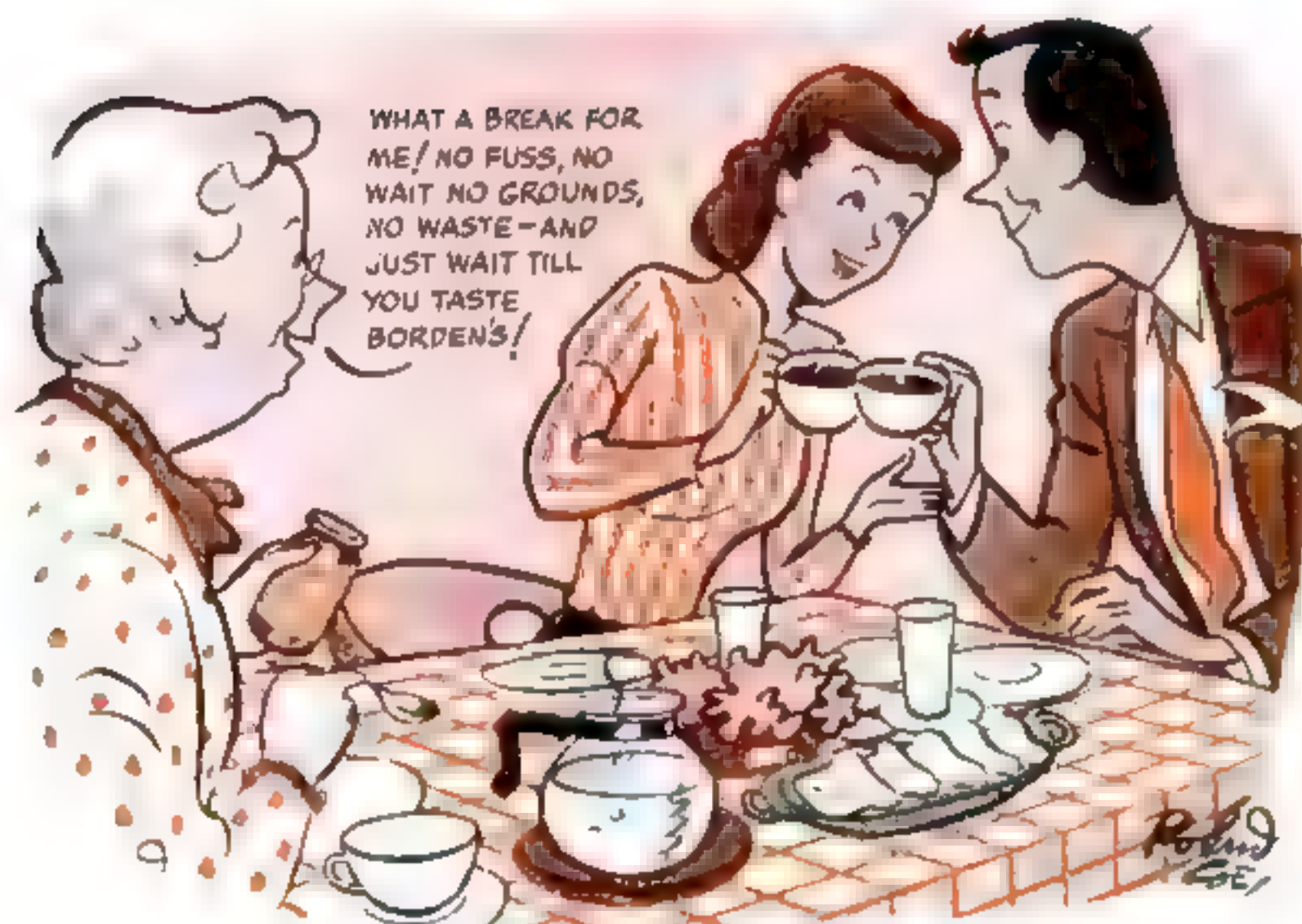
airport for helicopters and a subterranean parking lot roomy enough for 5,000 cars, the entire development to be ringed by acres of gardens. It will cost \$150,000,000. Plans have been drafted, as shown on this page, and Zeckendorf is already negotiating with possible tenants for whom he lovingly describes X City down to the last brick.

Another Zeckendorf project calls for a city built around an airplane landing field 12 stories high covering 144 blocks of Manhattan Island (LIFE, March 18). This airport city would embrace factories, stores, streets, apartments, warehouses, docks, railroads and steamship terminals. Cost: \$3 billion. The airport however, is more of a dream project than Zeckendorf's X City or his monster shopping center which he



When the family's in a hurry . . . and tastes are choosy

Try this new instant coffee made especially for breakfast!



You already know how convenient instant coffee is—especially when the whole family is rushed for breakfast—so we'll skip the preliminaries.

"Fine," you say, "What I want to know is: how good is the coffee? Show me an instant coffee as well as my favorite ground coffee and I'll buy it fast!"

"Good," says Borden. "We'll put it on the line. Esther Borden's has it, or you don't pay! It'll taste as good as your favorite ground coffee—and for breakfast every day on the calendar!—or your money back!"

You see, Borden's was made for breakfast—not just for occasional use. It's all coffee—not a half-and-half "caffé"-type mixture! And what coffee! Serve it by the cup or by the pot. Serve it to the whole family—for every meal. Serve it for breakfast. If we aren't right, the treat's on us!

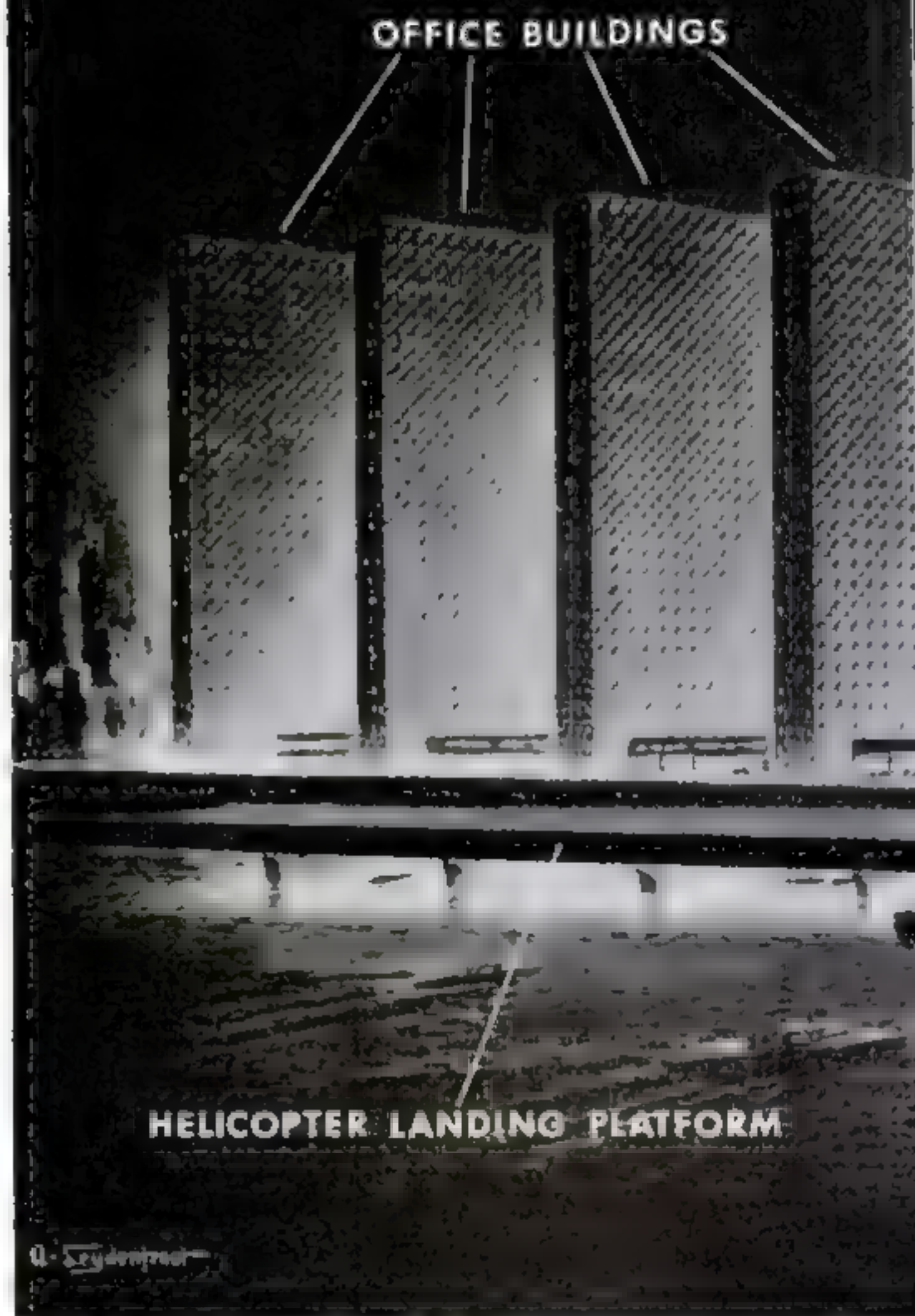
IMPORTANT:

Don't use too much Borden's. Remember, Borden's is 100% pure coffee. Use $\frac{1}{2}$ to $\frac{3}{4}$ level teaspoonful



© THE BORDEN CO.

*Use at least half a jar of Borden's. Then, if you don't agree it tastes as good as your favorite ground coffee send us the jar with the unused contents, and we'll cheerfully refund your money. The Borden Company, 350 Madison Ave., New York 17, N. Y.



CITY WITHIN A CITY is Zeckendorf's East River project, pictured in the artist's drawing above. Stretching from 41st Street to 49th Street along New

ZECKENDORF CONTINUED

proposes to build in Flushing, Long Island. This would be a complex of rooftop parking lots, moving sidewalks and electric trains to convey supplies from truck to store. Zeckendorf has pared the estimate on this one down to \$50,000,000. It has the endorsement of Mayor O'Dwyer.

Few real-estate men familiar with Zeckendorf's operations doubt for a minute that he will realize a substantial part of these Napoleonic dreams. They recall what he did with the \$50,000,000 worth of Manhattan real estate owned by Vincent Astor. In 1942 Zeckendorf undertook to reorganize Vincent Astor's enormous real-estate holdings. At the time, one third of them was yielding no profits. Astor himself was on naval duty. "So we used the prestige of the Astor name," Zeckendorf relates, "to convince people that they were getting bargains. We let 'em buy for a little cash and a couple of first and second mortgages. Then we sold the mortgages. We used the money to pick up some nice 100% retail locations all over the country, mortgaged those and bought some more."

When Astor returned from the Navy he was startled to find himself, for the first time in his life, holding mortgaged property. But he also found, for the first time in years, that all his property was making money. A few months ago Zeckendorf bought back



York's East River, it will enable inhabitants to work, play, eat and sleep without leaving project. Office building wings

are curved to avoid "set back" construction. Multiple-level underground parking lot at right will accommodate 5,000

cars. Helicopter passengers will be able to disembark at the left and pass directly to circular revolving nightclub

for Webb & Knapp a piece of the property at a price that gave Astor a profit equal to all the commissions he had paid them.

Their operating capital swollen to record dimensions from the Astor commissions, Webb & Knapp, formerly pretty conservative operators, began extending themselves all over the map of North America. They now function not only as broker but as consultant, manager, designer, builder, agent and principal in 20 states and Mexico, a multiplicity of roles attempted by no other real-estate firm in the country. No U. S. city can be certain that Zeckendorf's hand will not fall some day upon its municipal affairs. One morning last fall, for example, the citizens of Denver awoke to learn that he had bought Courthouse Square, a distinctly 100% location in the heart of the city, in which he intended to erect a shopping center. They rushed in protest to the courts. Zeckendorf's cause was not advanced by the head real-estate agent on the spot who referred, in a heated moment, to the Denver Chamber of Commerce, as "those s.o.b.'s." The issue is still hanging fire.

But this contretemps is a mere trifle amid the welter of Zeckendorf's unmaginative ventures, many of them paper transactions which involve borrowing a million here to pay a million there. Too energetic to confine himself to real estate pure and simple, he accumulates additional profits for the firm by backing plays, running a nightclub (New York's Monte Carlo), buying oil wells, railroads, movie theaters, piers and wharves, and dispensing real-estate advice to mammoth corporations. Recently he bought one mile (or almost all) of the Hoboken waterfront for \$7,500,000. The ink was scarcely dry on the contract before a client bought half of it for \$5,000,000. "Zeckendorf," says a friend, "is an impractical dreamer who can't touch an investment without making fantastic profits."

Railroads and firehouses

VISITORS to Webb & Knapp's offices are frequently bemused by the sight and sound of Zeckendorf in action. "No, sir!" he will bellow into the telephone. "We'll sell for \$2,800,000. Take it

or leave it." Between breaths he turns to the aide hovering at his elbow: "Look, you can tell them I won't pay a cent more than \$12,000,000 unless they toss in the railroad." Back on the telephone his voice takes on a plaintive, injured tone. "Okay, then. It's a hundred percent location, but you can have it for \$2,500,000." A secretary pops in to announce the receipt of a check for \$3,022,460.92. "Put it in the bank quick," he tells her. "It won't be there tomorrow." When he brings off some particularly flamboyant deal he is likely to arch back in his swivel chair and let fly a laugh that makes the windows shudder in their frames.

On one occasion, during the war, Zeckendorf wanted to combine a series of properties on a busy Manhattan cross-town street into one huge development. But a firehouse standing between two of the buildings blocked the combination. He offered to buy it from the city. The city officials reminded him coldly that they were not in the business of selling firehouses and, even if they were, would be required by statute to offer them at auction to the highest bidder. This was the

*"I wished
and I won!"*



TOASTIMONIAL

I bought my "Toastmaster" toaster fifteen years ago, and to date it has not required a single repair. I have used it every day—and the service it has given is remarkable.

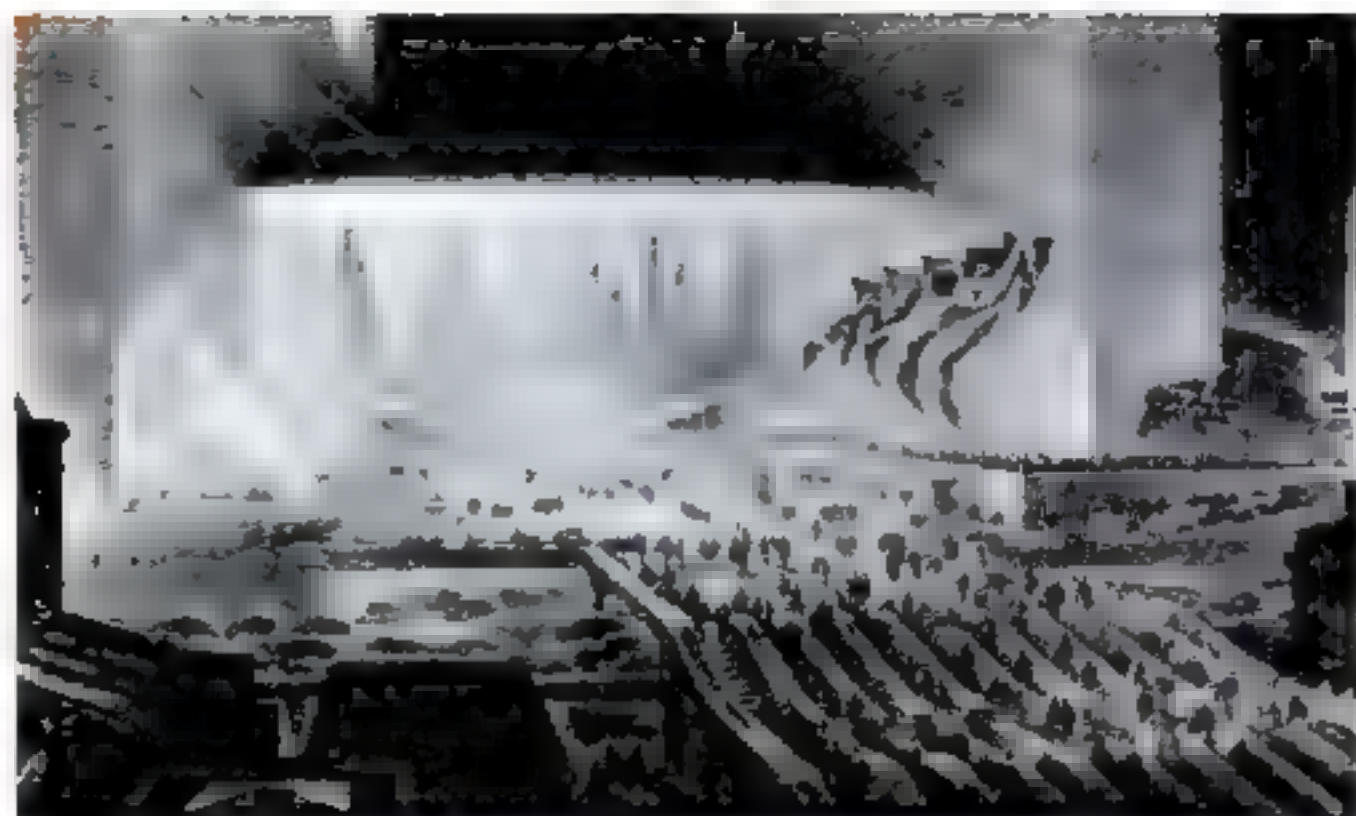
MRS. F. H. SWENSON
Eberett, Ohio

AND you can be sure that your wish for a "Toastmaster" automatic pop-up toaster will come true, one of these days. We are making a lot of them, more than ever before in our history—but now, they are quickly whisked away by those who see them first!

"Toastmaster" reputation is the reason . . . a reputation based on the accumulated experience of a quarter-century of pioneering and advancing the art of automatic toasting. And its climax is the new "Toastmaster"* toaster, with its exclusive, patented *Flexible Timer*, magically silent and selective. . . . Better wait for one—and enjoy perfect toast every day for years to come!

TOASTMASTER *Automatic Pop-Up Toasters*

*"TOASTMASTER" is a registered trademark of McGraw Electric Company, manufacturers of Busb Electric Fuses, Clark Electric Water Heaters, and Toastmaster Products. Copr. 1946, TOASTMASTER PRODUCTS DIVISION, McGraw Electric Company, Elgin, Illinois.



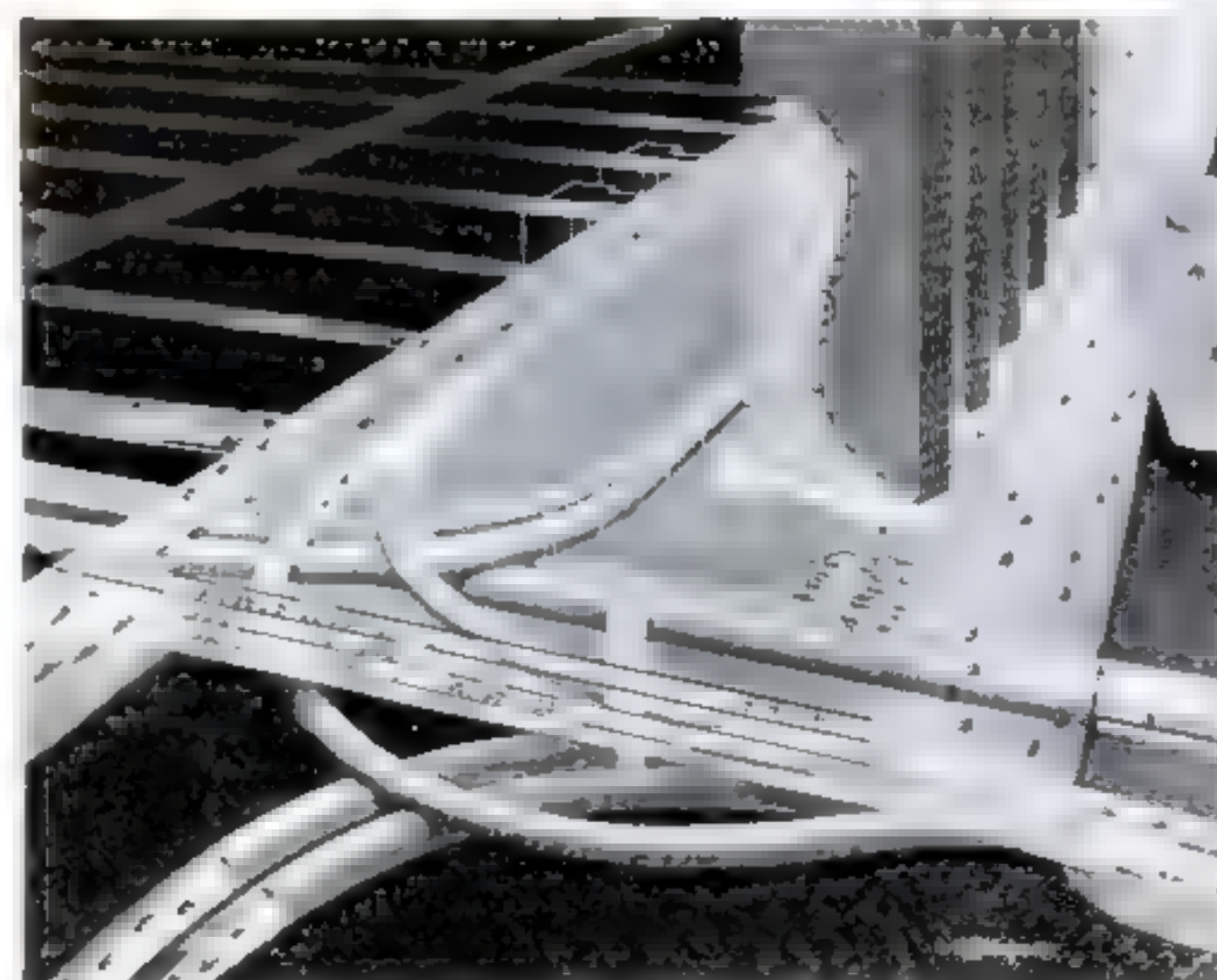
CONCERT HALL entrance of East River project leads to elaborate theater built with huge window at back of stage to give concertgoers view of river.

ZECKENDORF CONTINUED

last thing Zeckendorf wanted and the horrid possibility sent him poking through the city statutes. Presently he unearthed an old law which empowered the officials to exchange property for one of equal or greater value without the formality of an auction. He next spotted a second firehouse at an equally crowded intersection. In a stern memorandum to the officials he pointed out the danger of maintaining a firehouse at such a junction. By a curious chance, he added, he happened to own some property on a quieter street. How would the city like to have a third firehouse, which Zeckendorf would arrange to have built himself, big enough to hold both patrols, in exchange for firehouse No. 1. It appeared they would be delighted. Zeckendorf found a builder who somehow managed, postwar shortages notwithstanding, to assemble the necessary materials, and the city got a shiny new firehouse. Zeckendorf, incidentally, was then able to combine his buildings and has since turned a pretty profit out of the development.

Until he joined the firm, Webb & Knapp had been operated with genteel unspectacularity by graduates of Groton, Harvard and Yale. Its success was modest but solid; its reputation not extensive but impeccable. Zeckendorf, who attended public schools and progressed no further in college than junior year at New York University, swiftly increased the firm's assets tenfold, broadened the scope of its activities beyond anything the original partners dared conceive and made it one of the best-known in the country. At times his partners, Elliot Cross, Henry Sears and John Gould, cautious characters all, give the impression of trailing breathlessly behind him, like tails on a kite, as he soars through the upper air of real-estate finance. The impression is misleading. Both Cross and Sears have steadily, if less picturesquely, brought in substantial bread-and-butter business. Gould, the president, equals Zeckendorf in earning capacity (\$40,000 a year and 25% of the firm's profits) and surpasses him in authority. A wise and shrewd operator himself,

CONTINUED ON PAGE 72



UNDERGROUND, project will be a huge intestinal tangle of subways, drives and tunnel approaches for cars. No believer in half-measures, Zeckendorf considers the planning of elaborate additions to New York's subway and vehicular tunnel system to be merely a routine part of his East River project.



BENNY GOODMAN
AND TODAY'S TOP POPULAR STARS
NOW RECORD EXCLUSIVELY ON

Columbia
Records

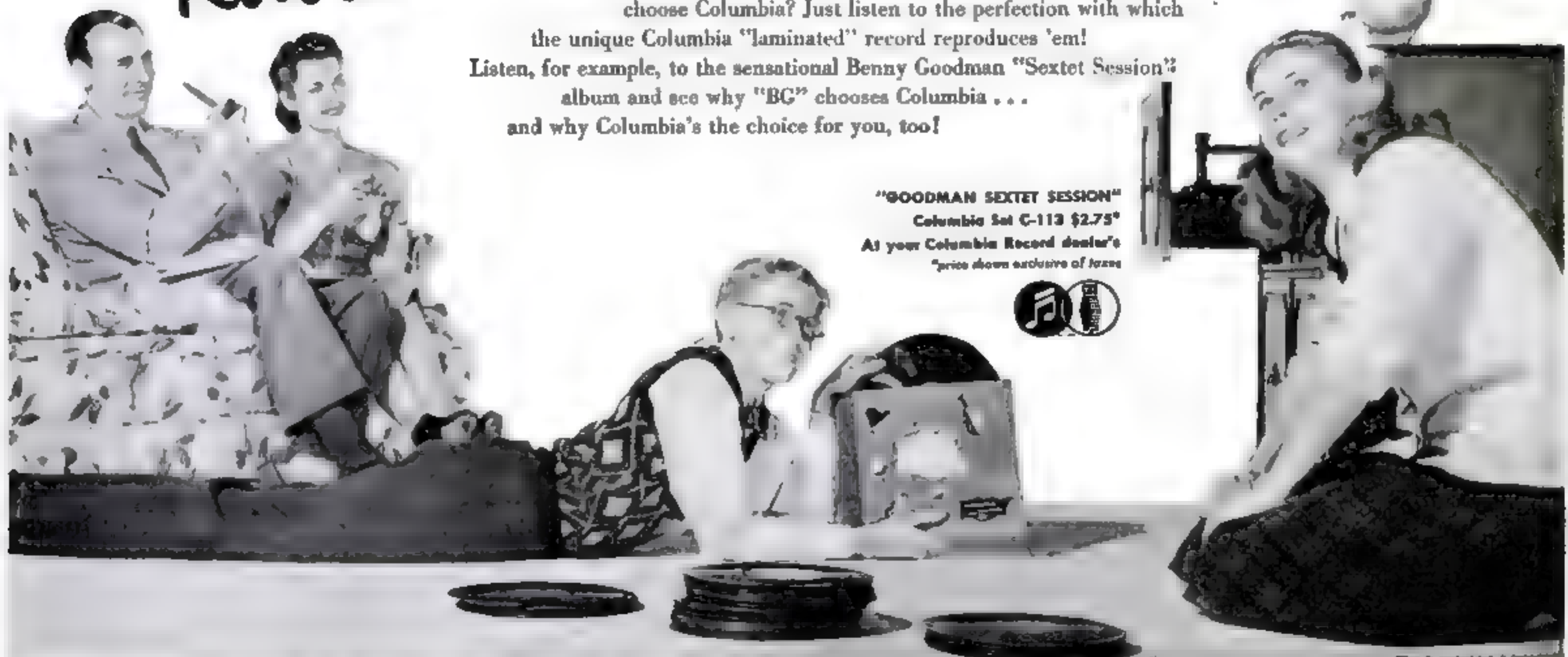
Benny Goodman wows 'em on the dance floor . . .

he wows 'em in the concert hall—with his full band, with his sextet, or with his solo virtuosity. There's nobody else in all the world who plays the clarinet or leads a band like our "BG."

"BG" records exclusively on Columbia Records . . . as do these other stars who stand alone in their fields of popular music . . .

Frank Sinatra, Dinah Shore, Harry James, Xavier Cugat, Frankie Carle, Count Basie, Woody Herman, Les Brown, Kay Kyser, Tommy Tucker, Gene Krupa, Elliot Lawrence, The Charioteers . . . Why do the top stars choose Columbia? Just listen to the perfection with which the unique Columbia "laminated" record reproduces 'em! Listen, for example, to the sensational Benny Goodman "Sextet Session" album and see why "BG" chooses Columbia . . . and why Columbia's the choice for you, too!

"GOODMAN SEXTET SESSION"
Columbia Set C-113 \$2.75*
At your Columbia Record dealer's
*price shown exclusive of taxes



TUNE IN TO THE COLUMBIA RECORD STARS ON THE "COLUMBIA RECORD SHOP" PROGRAM WITH MARTIN BLOCK. SEE YOUR LOCAL PAPER FOR TIME AND STATION.
Trade Marks "Columbia," and Reg. U. S. Pat. Off. Columbia Recording Corporation A subsidiary of Columbia Broadcasting System, Inc.

for whom he worked six years before becoming his partner, recalls: "He was a great salesman but full of crazy ideas, and I had to be careful which clients I let him handle. He'd scare some to death. And he always loved complicated deals. I won't say he went out of his way to complicate them, but he always looked for the trickiest ones he could find. Still, we were one of the few brokerage firms that made money right through the depression, and one reason was that Bill never knew when he was licked."

The essence of what makes Zeckendorf a unique promoter is elusive. Certainly his 14-years' experience as middleman in numerous delicate negotiations with the city's sharpest traders, requiring him to think with supersonic speed, contributed to it. He can thread his way today by ear through the webs of mortgages, leaseholds, fees simple, eminent domains and air rights which entangle even the simplest real-estate transactions. He also has a prodigious memory enabling him to keep permanent mental files on stores, streets and apartments in scores of cities which he may have inspected only once, and he can estimate their value within a few dollars. He never takes notes during his marathon telephone conversations. He prefers to doodle. But he never forgets the details of an offer made or received. Nor has he ever hedged on a price once he named it. Banks and insurance companies, the principal financiers of Webb & Knapp operations, consider Zeckendorf's word as good as a signed contract.

Zeckendorf himself tries to make his technique sound simple. To a novice in the business who wanted to learn the shortest way with a bad piece of property, he explained, "Nothing to it. One time we had a property in Detroit that cost \$100,000. It didn't look like it was going to make any money. So we swapped it for another piece in Brooklyn and a second one in Camden, N.J. and took on a \$60,000 mortgage. We exchanged the mortgage for a building in Rockland, Mass. Then we sold that for \$60,000. We still weren't getting anywhere. So I gave the Camden property and \$80,000 for a piece in Trenton, N.J. We raised a \$100,000 mortgage on that and about the same time sold the Brooklyn piece for \$77,000. Then we got out of the Trenton deal for \$30,000 and a building on 161st Street, Manhattan, sold that for \$20,000 and finally we had the Detroit turkey off our hands and \$50,000 in the bank. Simple."



MR. AND MRS. ZECKENDORF sun themselves on the terrace of their 17th-floor penthouse apartment on East 70th Street, overlooking Central Park.



Neet—keeps you sweet as an Angel!

Neet, the new cream deodorant, does its work in a twinkling . . . stops perspiration and perspiration odor instantly . . . harmlessly . . . effectively. Neet is such a luxurious deodorant cream to use. Tip your finger into Neet, it's like whipped cream: Delicately perfumed. Cool. Spreads like a dream and vanishes! Buy a trial jar. Compare it with your present deodorant. You'll love using Neet . . . and remember, Neet keeps you *sweet* as an *Angel*!



Neet

Cream Deodorant

Now in three sizes: 10¢, 25¢, and 43¢.

Easing painful joints

"While some 7,400,000 persons are afflicted by the many types of arthritis, it is heartening to know that even in the most severe form, rheumatoid arthritis, 75% of those cared for properly never become seriously disabled. That's because of the good medical teamwork being used in treating arthritis today. Heat, massage, exercise, diet, rest, or a change of climate give a measure of relief. Vaccines and vitamins may help. For those low in spirit, psychotherapy offers healing benefits. In advanced cases, orthopedic treatment and surgery are accomplishing wonders. It's no longer a case of treating only aching joints. Every single physical and mental resource of the person with arthritis is built up."

Your doctor



Painted by Alexander Brook

If you have joint pain, stiffness, or swelling . . .

1. Go to your physician for prompt treatment. After your first attack of arthritis, you may be free from symptoms for years, but your resistance must be kept at the highest level. If you are weak, tired, underweight, or anemic, your doctor will build you up.

2. Do exactly as your doctor advises. Rest and diet are important. Your physician

may recommend a long vacation or two hours of daily bed rest. He may use drugs, physical therapy, special diet, vitamins, or other treatment. Follow all his instructions, and above all have patience.

3. Don't expose yourself needlessly. Cold, dampness, and fatigue are dangerous in arthritis. Work at a pace which will not cause undue fatigue or strain.

Upjohn

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FINE PHARMACEUTICALS SINCE 1886

"YOUR DOCTOR SPEAKS"—This is the seventeenth in a series of messages sponsored by Upjohn to bring better health to more people through current medical knowledge

LOOK! *NO* CAP! *NEW EVER*

Rolls Ink on Dry..



EVERSHARP CA* RETRACTABLE!

Point "Clicks" In and Out!

Writes Up to 3 Years Without Refilling!

CA* *does it!*

CAN'T LEAK IN ANY POSITION! This EVERSHARP CA* Retractable—new miracle writing instrument—certainly answers America's \$64 question. "Click" with your thumb—and the Magic Sphere appears ready for instant writing. "Click" and the point disappears.

The new EVERSHARP CA* Retractable wears no cap because it needs no cap.

You can put it into your pocket point down—into your pocket-book—clip it on your white shirt. It cannot leak! Why, you can't even *shake* the ink out of it.

The new EVERSHARP CA* Retractable writes up to 3 years depending on how much you write. Rolls the ink on dry. Writes smoothly on a Magic Sphere—on any surface, wet or dry. And it *always* starts—*never* starves.

You can write thousands of pages, tens of thousands of words . . . make 6 to 8 carbon copies at a time. And when you need more ink, just insert a new CA* Reload Cartridge—yourself—in a few seconds. To write in a different color, just change cartridges. See—Try—Buy this miracle writing instrument tomorrow.



*CA means Capillary Action Cartridge—an exclusive EVERSHARP patent.

YOU CAN RELOAD IT YOURSELF—INSTANTLY

Simply remove old cartridge. Insert a new cartridge in 15 seconds. Nothing to spill. You could do it in white gloves!

CAN'T LEAK IN ANY POSITION

Carry it loosely in your pocket . . . or in your handbag . . . right side up, or upside down! It can't leak . . . even in an airplane . . . at any altitude!



EVERSHARP CA* RETRACTABLE

\$25⁰⁰ Fine Federal Tax

14-karat gold filled throughout

Service Guaranteed Forever. If your EVERSHARP ever needs service we will put it in good order for 35¢. This service is guaranteed not for years, not for life, but Guaranteed Forever!

TUNE IN
Phil Baker in **"TAKE IT OR LEAVE IT"**,
CBS Sunday Night
Ann Sothern in **"MAISIE"**,
CBS, Friday Night

EVERSHARP and you give the finest!

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*Beneath the surface of an overpowering love
may surge an undercurrent of vicious hate!*

She was deeply in love with him
... yet coming between them was a
fear, a strange jealousy on his part
that she could not explain!



M-G-M presents a daring and unusual romance...

KATHARINE HEPBURN · ROBERT TAYLOR
ROBERT MITCHUM

UNDERCURRENT

Screenplay by EDWARD CHODOROV • Based on a story by THELMA STRABEL
Produced by PANDRO S. BERMAN • Directed by VINCENTE MINNELLI • A METRO-GOLDWYN-MAYER PICTURE





"THOU SHALT NOT" IS A STAGED PHOTOGRAPH MADE IN 1940 SHOWING VIOLATIONS OF 10 PROMINENT "DON'TS" OF HOLLYWOOD MOTION-PICTURE CENSORSHIP

MOVIE CENSORSHIP

It confuses British movie makers
but U.S. producers get around it

American film producers are inured by now to the Hays Office code which regulates movie morals. The code's main rules are set down in the photograph above which shows, in one fell swoop, many things producers must not do. But British producers, trying to distribute their wares widely in the U.S., have suddenly run into trouble over the code. Two British films were found to be objectionable for the U.S.: *The Wicked Lady* because of too much

bare bosom, *The Notorious Gentleman* because of too little gentility (see p. 84).

Puzzled, the British called on Joseph I. Breen of the Johnston (once Hays) Office for advice. Mr. Breen went to England and explained the rules. He probably did not mention that U.S. producers, knowing that things banned by the code help sell tickets, have been subtly getting around the code for years, as pictures on the following pages testify.



Tribute to any woman's smartness is always won when she selects a Superba BERN ROYAL. For men recognize the special note of individuality every BERN ROYAL creates . . . the luxurious quality of its richly-faced brocaded satin, that knots so smoothly, drapes so beautifully . . . and the distinctive character of its designs. See that his ties are Superba tailored BERN ROYALS. They'll pay compliments to you both . . . \$2.50.

SUPERBA
The Tailored Tie

IN "PERSONALIZED COLORS"

\$1 to 6⁵⁰

Copyright 1946, Superba Crazzette



RITA HAYWORTH'S EXPOSURE IN "GILDA" WAS NOT THOUGHT INDECENT

ITS RULES ON SEX ARE LEGALISTIC

The thing that annoys British film-makers most about the Production Code is the highly legalistic way it works, especially regarding sex. To remove any symptom of sex from the traditional symbol of a happy marriage, a double bed is never shown on the screen except with only one person in it. "Indecent exposure" is prohibited, but any bathing suit passes so long as it has a high bodice. "Cleavage" is banned, but a tight sweater is permissible (see top picture, opposite). Brutality and drunkenness are prohibited except "when essential to the plot." Very often producers insist that such things are essential. Thus, though the Production Code is restrictive, movie companies have worked a nice compromise. They observe its letter and violate its spirit as much as possible.



EXPOSURE of a woman's figure by a sweater was not thought of when Production Code was written. Undressing scenes are banned unless essential to plot. Shown above: Robert Cummings, Diana Lynn in *The Bride Wore Boots*.



UNWED MOTHERHOOD is frowned on, except when mother suffers, as did Olivia de Havilland in *To Each His Own* (above). England's *Henry V* was almost banned in U.S. because Scenarist Shakespeare used word "bastard."



SCENES OF PASSION should be acted so as not "to stimulate the lower and baser emotions" of the audience. In *The Bride Wore Boots* Robert Cummings is nuzzling Barbara Stanwyck's neck though neck-kissing is forbidden.

CONTINUED ON NEXT PAGE

Right on the target!

Real Luxury in Wool Sports Shirts

RELY ON RELIANCE—for the smartest sportswear ever designed! Rich, all-wool lumberjack shirts . . . warm, handsome, all-weather jackets . . . jaunty slack suits and sports shirts. Rely on Reliance, too, for finer business shirts, pajamas and the *only* shorts with patented "No-Tare" fly! Superb styling and expert tailoring assure you of luxury at moderate cost whenever you buy Reliance Ensenadas. Choose yours today, as selections of these fine-quality garments are necessarily limited.



Reliance
ENSENADA

for Men and Boys

Reliance Manufacturing Co.

212 W. Monroe St., Chicago 4

200 Fifth Ave., New York 10

Cheerful Little Earful



Blackie: "I could listen to that canary all day long, Whitey."

Whitey: "Yes, Blackie, you never get tired of something that pleases you."

And that, Whitey, is the secret of BLACK & WHITE's world-wide success! This famous Scotch has the character that everyone likes — fine quality that folks have grown to depend on because it is always the same, always pleasing, always satisfying.



"BLACK & WHITE"

The Scotch with Character

BLENDING SCOTCH WHISKY • 86.8 PROOF

THE FLEISCHMANN DISTILLING CORPORATION, NEW YORK • SOLE DISTRIBUTORS

Movie Censorship CONTINUED

VIOLENCE IS A DELICATE SUBJECT



EXCESSIVE BRUTALITY is discouraged, but in this typical scene from *The Blue Dahlia* Alan Ladd lands a painful low punch. Elsewhere in the picture were four fights, two murders, several sluggings, all "essential" to plot.



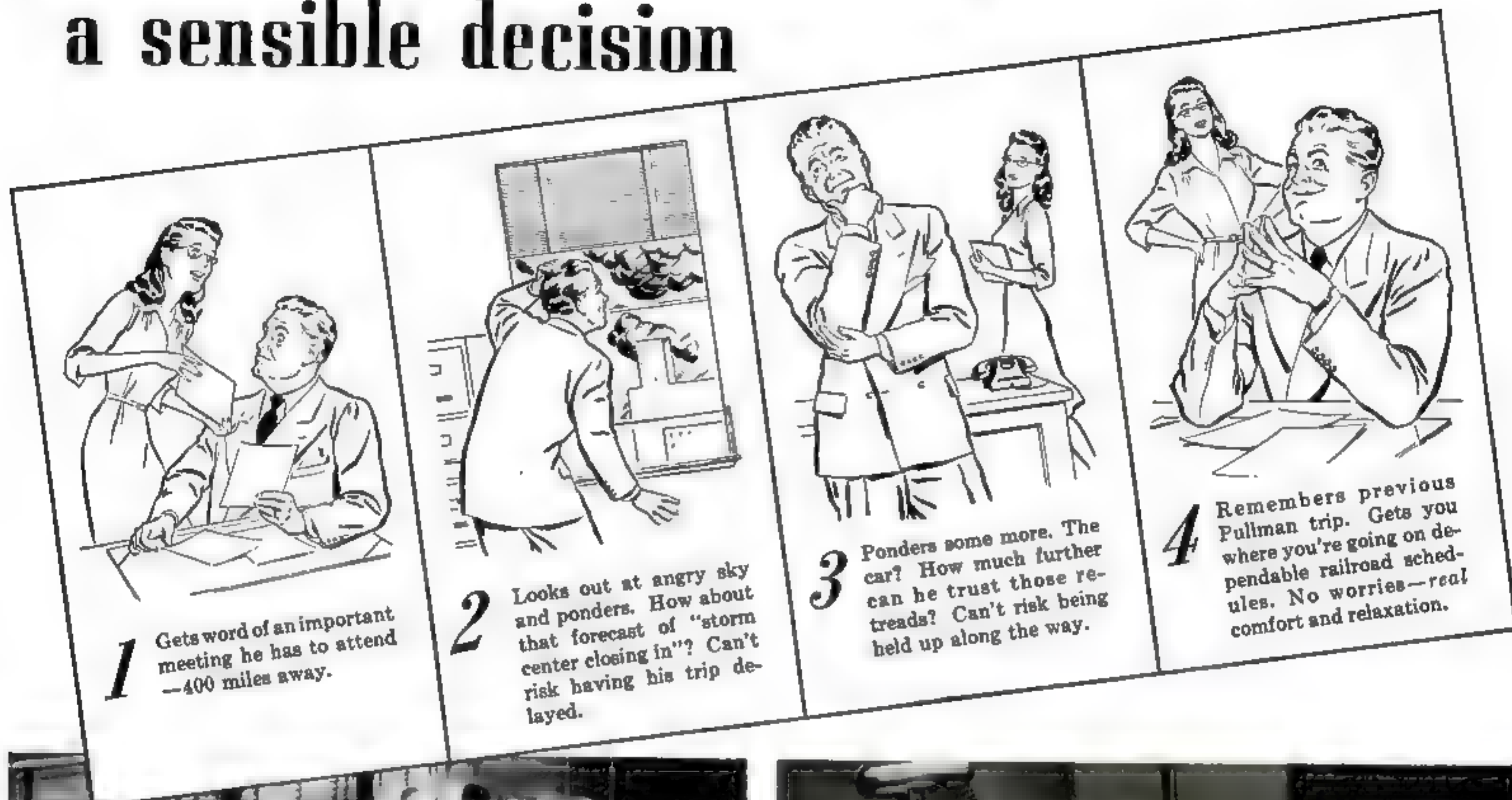
JUVENILE CRIME must not prompt imitation. In *The Strange Love of Martha Ivers* a little girl pushes her aunt downstairs and kills her. The girl inherits a fortune, becomes rich and powerful, is punished years later when shot.



DRUG TRAFFIC is also forbidden. *The Big Sleep* with Humphrey Bogart and Lauren Bacall (left and center) concerns drug traffic but the subject is not mentioned. Also glossed over in this film: drug addiction, nymphomania.

CONTINUED ON PAGE 34

Picture of a man reaching a sensible decision



5 Begins to beam as he anticipates another evening in the congenial atmosphere of the lounge car reserved for Pullman passengers.



6 Can't help yawning as he recalls the comfort of that big, soft Pullman bed. What a wonderfully refreshing sleep he had!



7 His decision? Pullman, of course! And you, too, can make Pullman reservations, just by picking up your phone and calling your railroad ticket agent.

GO PULLMAN

—THE SAFEST, MOST COMFORTABLE
WAY OF GOING PLACES FAST!

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The best brushes have
DU PONT NYLON
BRISTLES



For "Merry Christmas"—to her...

Search where you will, you won't find a gift that will look more beautiful on "her" dressing table... or add more to her pride. For a hairbrush with nylon bristles—with back and handle of gleaming "Lucite,"* like the one shown here—means "the finest" to every woman you know. (Men go for nylon bristles too!) At brush counters everywhere. Look for the name nylon stamped on brush or package. E. I. du Pont de Nemours & Co. (Inc.), Plastics Dept., Room 6210, Arlington, N. J.

*Du Pont a trademark for its acrylic resin.

Product of **DU PONT** Plastics

BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY

Movie Censorship CONTINUED

ENGLISH FILMS ARE ALTERED FOR U.S.



CLEAVAGE between women's breasts forced revision of forthcoming British historical movie *The Wicked Lady*, starring Patricia Roc (above). For U.S., distributors had to substitute close-up shots for revealing ones like this.



PROPRIETY of U.S. audiences was endangered by *The Notorious Gentleman*. In British version Rex Harrison is expelled from Oxford for putting a chamber pot on a college steeple (above). Top hat was substituted for U.S. (below).

For sheer richness and *sheen...*

no other
mouton
can compare with
BONMOUTON*




BONMOUTON*
Eitingon dyed lamb

Here you see **BONMOUTON***
in a beautiful *Wintra* coat. All *Wintra* coats
are made of this fabulous New Era fur... beaver soft,
nutria sleek, selected as the perfect pelts
from millions processed by the exclusive new
Eitingon method. All **BONMOUTON**
Wintra coats are finely tailored right down to their
Narco Rayon linings. At better stores. But
place your order now. The very choiceness
of *Wintra* coats make them scarce.
Styled by Town and Country Club Furs, Inc.



BONMOUTON*
Eitingon dyed lamb

*Trademark distinguishes product of Mally Eitingon, Inc.



Autumn

Like the English spring, autumn in America is a long, and for the most part, gentle season. One golden day follows another as first the sumac, later the maples and ashes, flame through the landscape. Autumn is many things to many men. For the farmer it starts in sweat and ends in fulfillment. His crops are in. He has money in the bank. He can relax and think about putting his farm in order for the winter, take time out to sort over the windfalls under his apple tree and pick out a pippin, hard and cold as ice, and dead sweet. To the gunner autumn is everything he has been looking forward to for nearly a year. He dusts off his decoys, shakes the moths out of his woolen underwear and waits impatiently for opening day. Even to the fisherman autumn is something special. It is a time of dense and rolling fogs, a time for repairing boats, nets and lobster pots. The water grows colder against the clammer's legs and the deserted bay where he works is filled with an endless hurrying throng of sea and shore birds, bobbing and flitting on the beaches, grown as fat as butter for the long flight south.



For birds there is nothing but excitement in autumn. It is their holiday. Nesting is behind them. Seeds litter the meadows. The thickets are heavy with berries. Exuberant flocks gather and sweep from field to field, first the goldfinches, then the blackbirds, finally the jays and robins. In a few weeks the northern forests are nearly empty. The farmer's pasture, black with grackles one morning, is deserted the next. The partridge explodes from the orchard back of the aban-

doned farm. At twilight ducks come, dropping two by two into the alder swamps. Last of all come the Canada geese in long wavering lines scribbled across the sky. Ice is already filming the northern lakes from which they come. Snow flurries will follow them. The confused honking of their voices, drifting downward as they fly, is the lonely warning of winter.



For animals autumn is a season of fattening up and preparing for winter. As the nights grow frosty the foxes come out and yap at the moon. Skunks work hard to gobble up the dwindling supply of insects, their fragrant trails lingering for hours in the cold dewy grass. Moles bore deeper, slow down, stop. Woodchucks, fatter even than the birds, sun themselves on the hill-sides, eat, make final repairs on their burrows before the ground freezes, and eat again. Unseen, deep in the underbrush, the bears are stoking up on berries. The young deer, now grown, run with their parents through the woods. In the cornfields the meadow mice improve the endless runways which wind among the cornstalks. Soon they will begin to move into barns, along with the crickets and the wasps which spend hours slowly buzzing against the windows in the thin October sun. Here also come the white-footed mice from their homes in the thickets edging the wood lot. The land seems deserted now, but down at the level of the grass roots, and deep in the hay, thousands of these little creatures are busy with their plans, getting everything shipshape for a long winter.

—MAITLAND EDEY

White-footed Mouse

If, as Mussolini once believed, racial success can be measured by numbers, the mouse is a far more successful creature than the man. Mice today so outnumber men that if the human population of the U.S. and Canada were to continue to increase at its current rate it would not equal the present mouse population of the same area until 10,599 years from now; which is another way of saying that there are a great many mice around, 21,350,311,200 of them according to best estimates. One of the most engaging of these is the white-footed mouse, or wood mouse, whose portrait, painted by Richard P. Grossenheider, is shown below. White-foots come 21 to the pound. They live in woods and tangled undergrowth, making soft nests in hollow trees or other holes, usually within five feet of the ground. Their large, dark eyes and paper-thin ears correctly mark them as nocturnal animals. For a glimpse of how white-foots live, turn the page.





ACROBATIC LEAP

MOUSE CLEANING ITSELF

THIS IS PEROMYSCUS LEUCOPUS NOVEBORACENSIS, one of 68 kinds of white-foot which live north of the Rio Grande. It is found principally in New York, New Jersey and Connecticut. Unlike many New Yorkers, it is monogamous. It is, however, more fertile than they, producing every year several litters of four to six babies each.

These are blind and helpless for two weeks after birth, but are able to cling so tight to their mother's teat that they are not shaken off even when she is recoiled from her prey by an enemy. White-foots ignore the approach of shrews, owls, hawks, martens, weasels, mink, foxes or snakes by extending a foot and venting their toes, producing a faint



CATCHING GRASSHOPPER

SINGING IN NEST

YOUNG MICE GRAIN RAIDING

STORING FOOD FOR WINTER

MOTHER WITH YOUNG FLEEING FROM SHREW

GUARDING HOME TERRITORY

mouse and not to enter white foots. White foots live largely on seeds, insects and nuts, which they store away for winter. They are often found indoors during cool weather. Though they do occasional damage by gnawing pillows and mattresses, they never gnaw the woodwork as do the more destructive house mice. The white foot is exception-

ally clean about itself and its home and guards the latter vigorously against intruders. It also sings, producing a sweet warble like that of the canary. Young white foots spend hours playing a game in which all sit in one place, then suddenly jump somewhere else. The white foot which is best at this game generally lives the longest after it grows up

Sleep light?
Sleep tight!



NARY A TICK to tempt you out of dream-land. . . . With the noiseless electric Telalarm Jr. you can curl up and sleep like a contented kitten.



AND OH—how much better the world looks after a sound night's sleep . . . especially when the Telalarm Jr. awakens you pleasantly by the control-a-tone alarm that you can regulate loud or soft as you like. And the alarm doesn't stop until you turn it off.

Yours for peaceful slumber and sure awakening . . . that's the smart little electric Telalarm Jr. in its ivory-colored plastic case. You don't have to wind, oil, or regulate it—and you can depend on it for years of accurate service. The self-starting motor that has made Telechron the all-time buy-word in electric clocks is a long-time investment. No mail orders, please. See your dealer, Telechron Inc., Ashland, Mass.

TELALARM JR. WITH
LUMINOUS HANDS AND DIAL
ACTUAL SIZE SHOWN

\$4.95
Plus tax

TELALARM, slightly larger size . . . \$6.05

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REG. U.S. PAT. OFF.
ELECTRIC CLOCKS

Agent



TEACHER ERNA MEYER, 66 YEARS OLD, AND 14 OF HER 15 PUPILS POSE IN FRONT OF THEIR COUNTRY SCHOOLHOUSE NEAR PECATONICA IN NORTHERN ILLINOIS

One-Room School

An Illinois schoolmarm teaches its six grades all at once

Nancy Fishe of the second grade was absent the day the school picture above was taken, but except for her, some playground equipment and two privies which are out of the picture, you are looking at the entire personnel and physical assets of District School No. 94 near Pecatonica, Ill. If not the best one-room school in the country, this is certainly one of the best. Credit goes to the schoolmarm, Miss Erna Meyer, who has spent 37 years teaching in rural schools, 26 of them here.

Erna's job, for which she is paid about \$1,500 a year, requires a skill equal to that of the juggler who keeps half a dozen live rabbits in the air at one time. Erna begins a typical morning by assigning a study problem to the seventh grade, then quick-

ly gets the first grade started crayoning. The second grade is sent to the blackboard to do arithmetic and the fifth grade put to work composing a letter. With the seventh grade studying, the first grade coloring, the second grade figuring and the fifth grade writing, Erna has time to check homework with the third grade, after assigning some reading in geography to the sixth grade. There is no fourth grade this year. By the time the third-grade homework is checked, the first-graders are tired of coloring cats and have begun coloring their desks. A story is read to them, but not until the seventh grade has been quizzed on its reading. Meanwhile the second graders are standing patiently at the blackboard to have their sums cor-

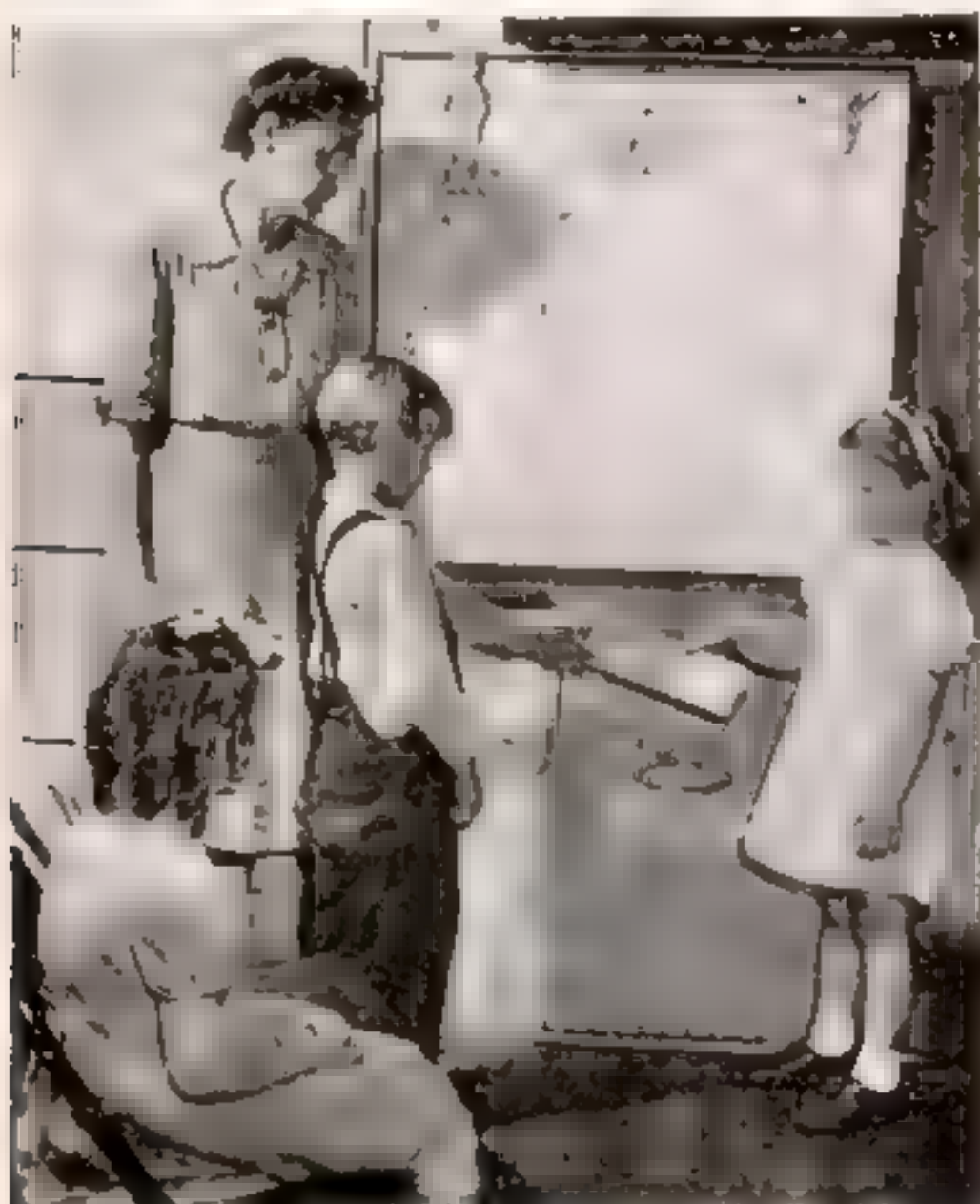
rected. In her spare moments Erna is expected to plan study courses, order books and supplies, correct papers, take care of discipline, give special attention to pupils who need it and keep an eye on the schoolhouse roof to see that it doesn't spring a leak.

Few teachers can handle, or even want to handle, such a schedule, and education under these handicaps is more often bad than good. As a result the one-room school is fast disappearing before the advance of the large consolidated school. But it is doubtful if the latter's pupils are any better prepared for the life they will lead than Erna's, most of whom go through high school and then return, almost without exception, to the farm.



ALL CLASSES are held in this room and all students sit here. Seventh grade (six pupils) sits along wall at left and at the rear. Sixth grade (one pupil) is holding up her hand.

This is Shirley Ackerman, the school's brightest student. In front of her sits the fifth grade (one pupil). The third grade (one pupil) is peeping shyly at photographer from



READING is taught to the first-graders through the medium of a post-office game. Once child steps up to the 'postmistress,' played by another pupil, and asks if she has a letter for Mr. Puff she must then pick the right card.



SIMPLE SUMS are worked on the blackboard by second-graders Leland Meiers and Carolyn Morrison. Small size of grades permits close attention to work of each pupil, but good students lack the incentive of large classes.



AN OCCASIONAL LECTURE keeps several classes occupied at once with a minimum of effort. This one is on the peanut. Erna makes continuous effort to relate school work to daily life on farm.



the rear. The second grade (three pupils, one missing) is at right rear. The first grade (three pupils, one missing) is down in front.

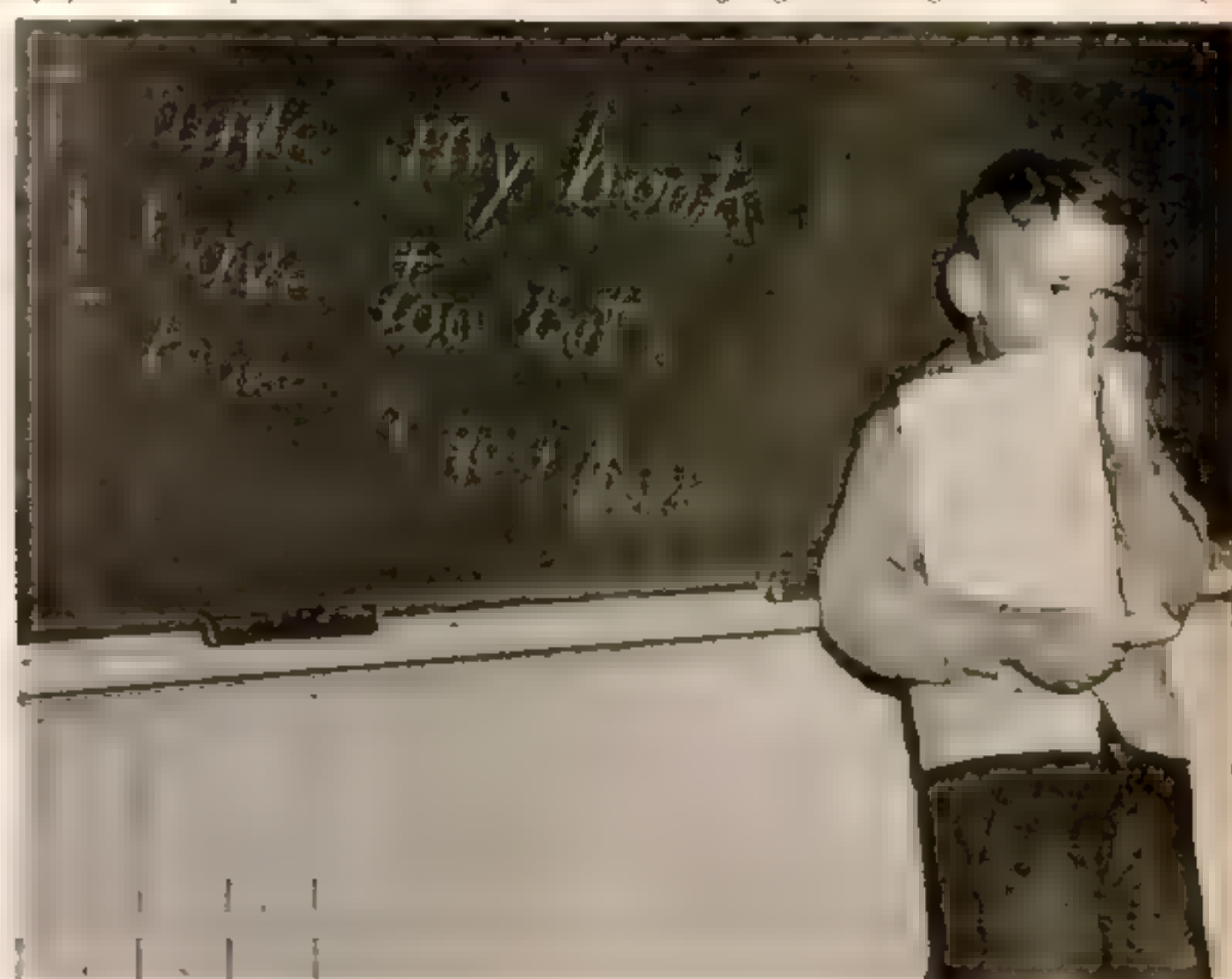


ALLEGIANCE TO THE FLAG is pledged every morning, with pupils' hands pressed to their

hearts, while first grader Charles Buntjer has the privilege of holding flag. Following this are a few songs.



STORMY SESSION for first-graders is interrupted by Erna to ask pupils how big they think Peter Rabbit's tail is. This keeps the children interested, at the same time develops imagination. Marilyn Baal (left) and Carol Neuberger have definite ideas on this, but Charles Buntjer makes a cautious check before committing himself



COMPOSITION is also done at blackboard. Leland Meiers has made determined effort to correct a tendency he has to work uphill (see opposite page) while writing and now waits, patiently chewing the edge of his copy book, for the teacher to correct his spelling. These short periods of inactivity are the worst feature of the one teacher school.



BICYCLE takes seventh-grader Homer Meiers to school. He carries peanuts, later used in lecture.



SECOND GRADE arrives at school en masse and lunch carrying lunch. Nancy Fische (left) has to walk two and a half miles each way.



HORSE takes seventh-grade twins Kenneth and Keith Fische, brothers of Nancy, to school.



RECESS comes at 10:30 a.m. The first two grades are let out 15 minutes early and scamper about like puppies. Privy is in background. After this recess are resumed un-

til 12, when an hour is taken off for lunch. The little ones are through for the day at 3:30, the older ones at 4. Erna then corrects papers, tidies up, leaves around 5 p.m.

Leather of Kings

Compare!

This hand-made masterpiece in costly Cordovan, by Oliver Moore . . . at **\$62**
 REGAL'S reproduction in the same magnificent leather at just **\$6.95**

CORDOVAN — hallowed name among leathers, a story in a word. It's a story of wealthy Cordova province under the Moorish caliphs. Of courtiers in "gilden buskins of costly Cordovan," burnished as rich as the royal furniture. Of nobility throughout Europe, sending their bootmakers hundreds of miles on horseback for a single hide of this distinctively tanned leather.

It's just the leather you'd expect to find in the workrooms of *today's* custom bootmakers.

It is the leather used by Oliver Moore, noted Manhattan bootmaker, in the quarter-brogue shown below at right. He'll hand-make you a pair for \$62 — far less than was paid by the kings of old.

The shoe on the left? Surprise! It's in the identical rare Cordovan, identical stitching and styling—yet reproduced by skilled Regal craftsmen on machines for only \$6.95!

Compare these two shoes in your Regal store window. See how precisely Regal's old-school

New England shoe craftsmanship follows the custom bootmaker's art. You'll appreciate even more the handsome Shell Cordovan by Horween, one of the world's foremost tanners.

How can we afford to bring you such rare leather and styling for \$6.95? Volume buying, carefully supervised volume production, and *no middlemen!*

Enjoy our "Prescription Fitting" which measures and fits both feet in standing and walking positions.



THE SHOE ON THE LEFT IN THE UNRETOUCHED PHOTOGRAPH IS THE REGAL REPRODUCTION —STYLE NO. 4161
 ONE OF THE 100 REGAL STYLES FOR DRESS, BUSINESS AND SPORT WEAR

REGAL SHOES

ALL STYLES, ALL SIZES, \$6.95 — COAST TO COAST

Material costs are rising. This low Regal price cannot be guaranteed indefinitely.



Sold only in company-owned retail stores in principal cities from Coast to Coast: Atlanta, Baltimore; Birmingham, Boston (2); Brooklyn (9); Buffalo; Chicago (2); Cincinnati, Detroit (5); Hartford, Hollywood; Houston, Jersey City; Kansas City; Los Angeles (2); Milwaukee, Rochester; New York (26 stores in Greater New York); Norfolk, Oakland, Paterson, New Jersey; Philadelphia (3); Pittsburgh, Portland, Oregon; Providence, Richmond; St. Louis; San Francisco (2); Seattle; Springfield, Massachusetts; Syracuse, Tacoma; Washington, D. C. (2); Worcester. Factories and General Office at Whitman, Massachusetts.

ADG. BY R. W. AYER



"It's divine, Janie! So that's what you've been up to at the Singer Sewing Center!"

Janie did it! You can do it. With the help of your Singer Sewing Center you can make glamorous fashions keyed to your personality, your figure, your style of beauty. And ... *for so little money!*

Besides teaching you to sew, we'll take care of many

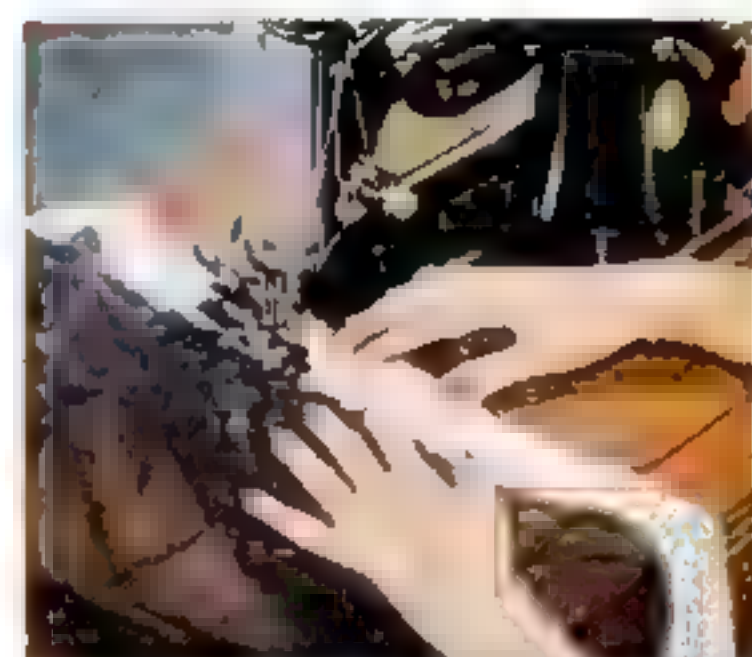
finishing-up tasks that might be difficult and tedious.

We have a wonderful collection of the hard-to-get trimmings that often are the spice of make-it-yourself clothes.

The Singer Sewing Center is heaven for beginners (—and for experts). There's one near you!



• **Just Initial It!** "New-o-grams" are Singer's smart, easy-to-sew-on initials for blouses, sports clothes, towels, etc. Singer wardrobe refreshers include scarfs, collars, dummies, party aprons.



• **The "Zig-zagger."** Singer's special attachment for appliquéing lace, decorative motifs, etc. A typical Singer short-cut to tedious hand-work jobs. One of 24 timesavers for your Singer.



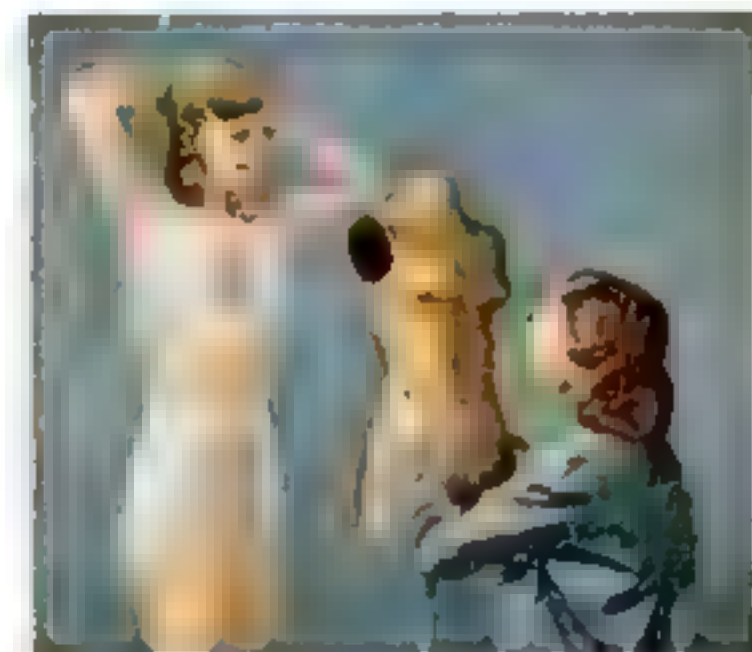
• **Singer Cinderella!** Lessons at the Singer Sewing Center helped her make her gown-for-the-ball while she learned to sew! Eight lessons, \$10. Even less for Teen-agers, 12 to 17. (This is Vogue Pattern No. 5811)



• **A sewing chest with everything...** and a fine piece of furniture. 4-drawer space, good looks, sliding spool tray. Unfitted, \$30.50. Fitted with notions, \$33.50. Others from \$15.95.



• **Someone else "finishes up."** Wonderful to think that Singer experts will make your belts, buttonholes, cover buttons, hemstitch... do the difficult details with skill and for very little.



• **Stand-in for you.** A Singer Form, which eliminates hours of sewing-time, modeled to your figure in only a comfortable 30 minutes. Boon for home-dressmakers. Doubles for daughter away at school.



• **This lovely Queen Anne model** is an example of the quality that has made Singer the world-wide leader for 95 years. A sewing machine of lifetime dependability—plus an exquisite piece of furniture!



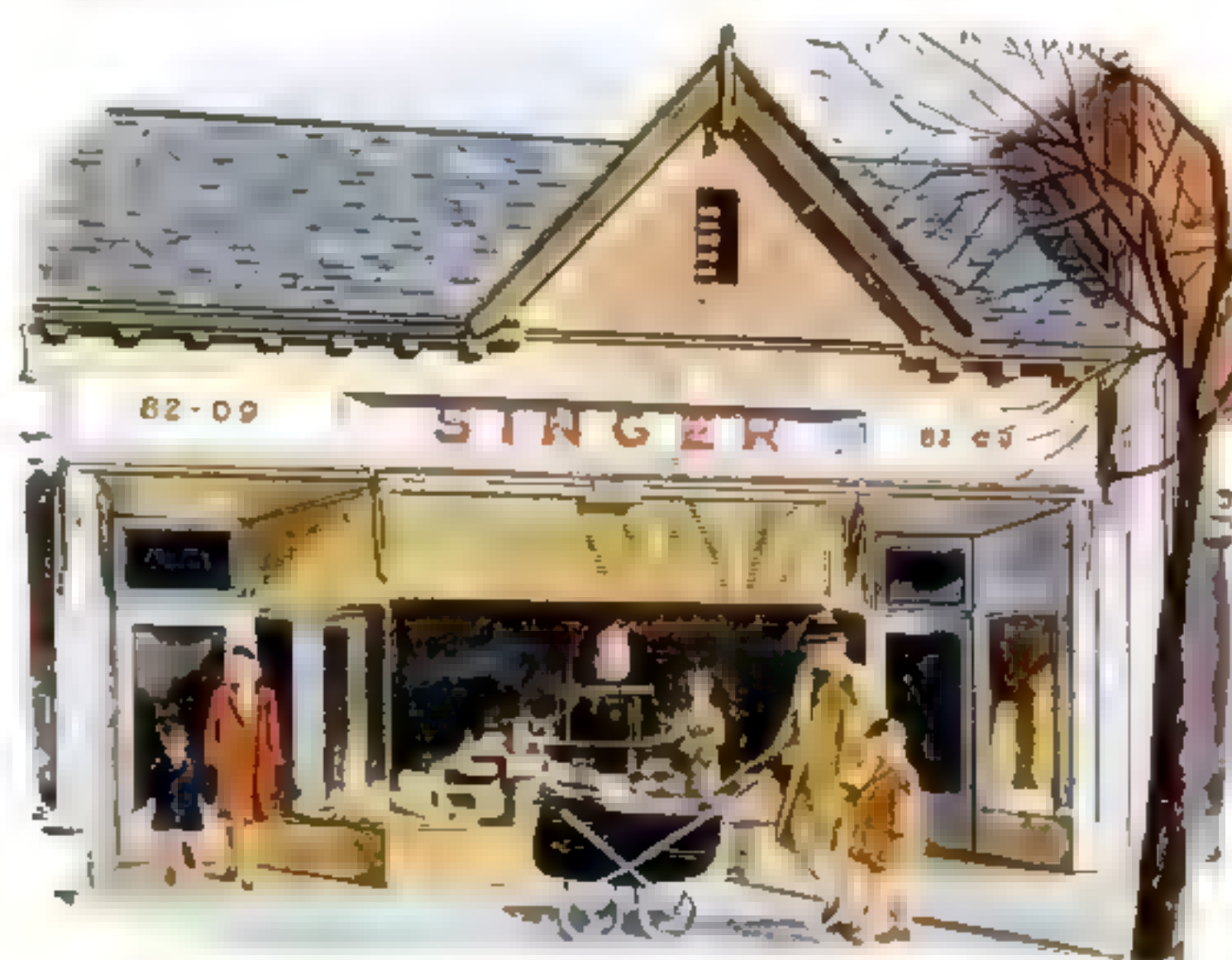
FOR YOUR PROTECTION!

Singer sells its machines only through Singer Sewing Centers identified by the Red "S" on the window, and never through department stores or other outlets.

Check address of your local Singer Shop in phone book. Singer Sewing Machine Company.



Here's the Singer Sewing Center at 82-09 37th Avenue, Jackson Heights, New York. Hundreds more from coast to coast. There's one near you!



SINGER SEWING CENTERS

THERE'S ONE NEAR YOU TO SERVE YOU



PEWTER TEAPOT MELTS UNDER STREAM OF LIQUID HEAT POURED BY ORION OAKS, ENGINEER WHO DEVELOPED THE USE OF THE LIQUID AT PIERCE LABORATORIES

LIQUID HEAT

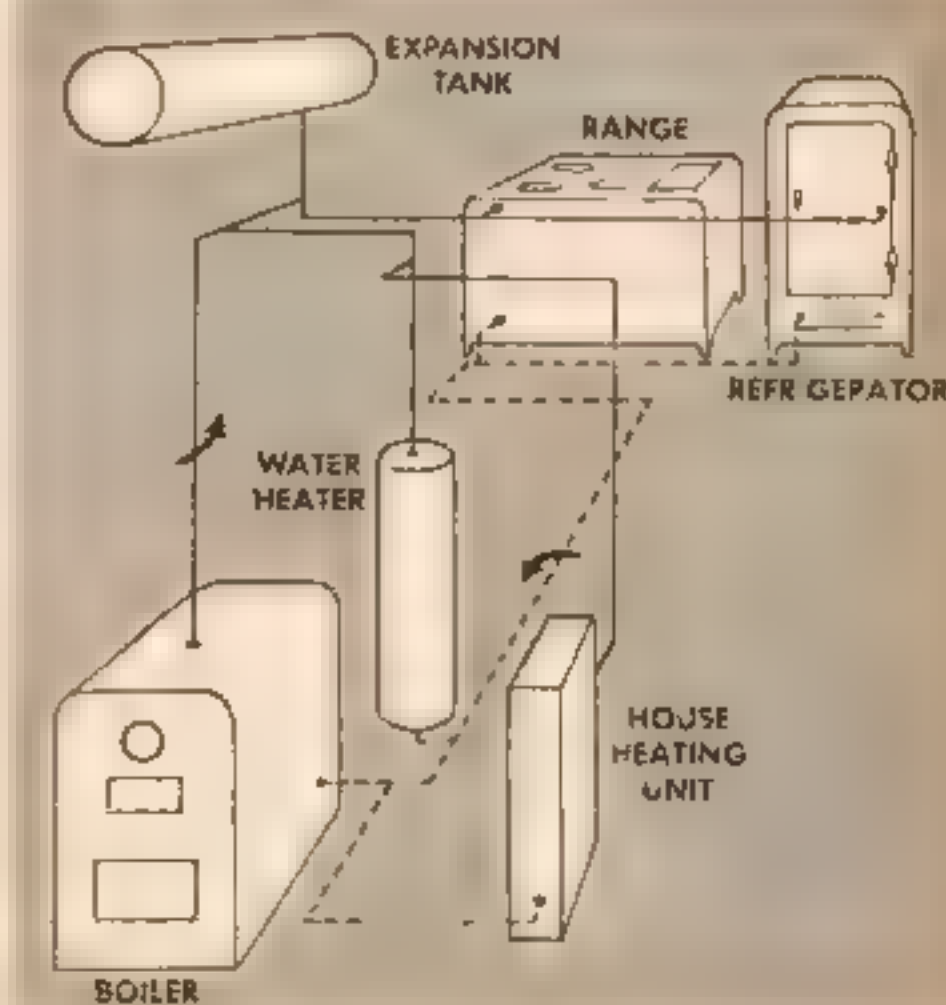
It saves fuel by centering all household heating jobs at the furnace

To make their houses comfortable, people usually buy three different kinds of energy: the energy of burning coal or oil to warm the house, gas to heat water and cook, electricity for the refrigerator, toaster and lights. According to the Pierce Foundation, a housing research organization with laboratories in Raritan, N.J., this is very inefficient and runs up too big a bill. The solution: something called tetracresylsilicate, or liquid heat.

Heated in a central boiler by an ordinary coal or oil fire, it would act as a super-efficient heat conductor, circulating the 550° temperature at the furnace through pipes to do all the household heating jobs. It would supply heat for a hot-air unit to warm the house. Piped to the stove it would do

all the cooking. It would heat water, run a gas-type refrigerator or air-conditioning unit. Because liquid heat is such a good heat conductor and makes possible the use of an efficient furnace, using only one type of energy, it could save as much as 40% on household energy bills (gas, electricity, coal or oil).

So far liquid heat has been used only in test installations, and its first commercial use will probably be in industrial plants or in countries where fuel conservation is of prime importance. It is compounded of oil and sand in a secret formula. It is nonpoisonous and nonflammable, looks something like motor oil and under laboratory production costs \$15 a gallon but lasts almost indefinitely.



LIQUID HEAT SYSTEM for home is diagrammed. Insulated pipes circulate the liquid to various units.

"Hires to You!"



Those inviting words, "HIRES TO YOU", signal "a pause in the day's occupation"—a high spot for a restful let-down—a cheery bid to relaxation and refreshment.

START YOUR DAY THE SPORTSMAN WAY



Sportsman
GROOMING ESSENTIALS
DISTINCTLY MASCULINE
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Gift Packages, \$2 to \$10. All Sells-Where • JOHN HUDSON MOORE, INC., 463 FIFTH AVE., N.Y. 23

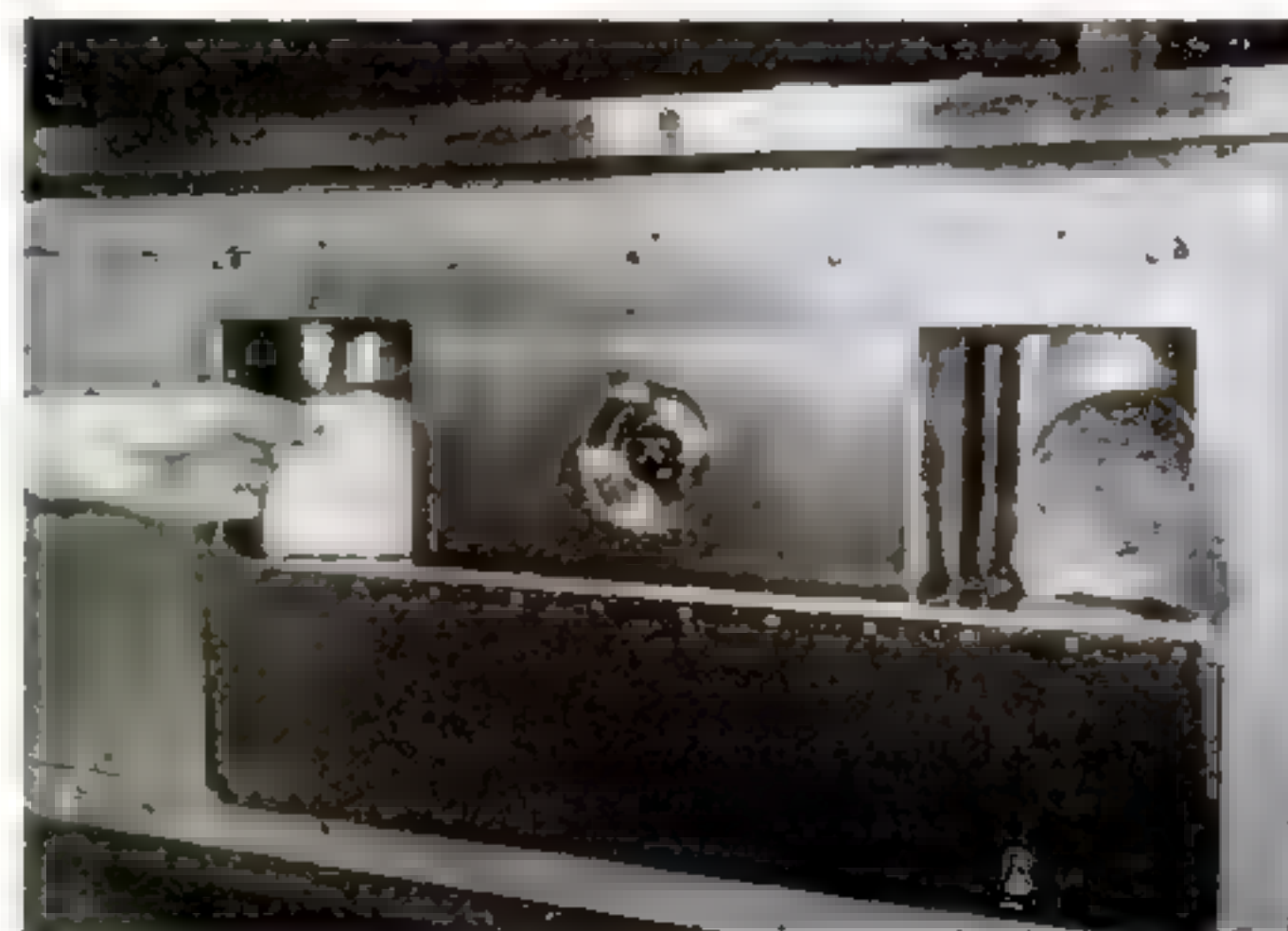
Liquid Heat CONTINUED



MILK IS FROZEN by dry ice encircling pool of unheated liquid heat. This shows that liquid is hard to freeze, can be used to transmit cold as well as heat.



EXPERIMENTAL STOVE set up at Pierce Laboratories has liquid-heat pipes inside instead of burners. White, fluffy material is rock-wool insulation.



ASSEMBLY-LINE TOASTER in experimental kitchen is heated by liquid heat. Bread put in at left rides on moving belt and comes out toasted (right).

CONTINUED ON PAGE 100



*Now **THREE** Special Cereals—for **ONE** Special Baby!*

That special baby we're talking about is yours, of course. And now here's some news that ought to make him happy.

Now you can get *three different special baby cereals* . . . Each one is different in taste according to the grains from which it is made. That means you can now give him real variety and most up-and-coming babies think that's great!

Why These Cereals Are Enriched

All three Gerber's Cereals were developed by nutritionists especially for baby's needs. That means each has important extra food values . . . They are rich in added iron, for instance, and for a very good reason. The store of iron that babies are born with begins to run low some months after birth. So the iron has to be replaced and Gerber's Cereals help you do just that.

In addition, all three cereals have added Vitamin B complex which doctors will tell you your baby needs.

Smooth in Texture for Easy Digestion

Your baby's digestive system is delicate—still

learning how to handle food. So these three Gerber's Cereals are very low in crude fibre and mix to a creamy smoothness. Always a smooth, uniform texture for easy digestion.

Less Kitchen Work for You

We do the cooking for you in these Gerber's Cereals. All three are ready-to-serve. Just add milk or formula and mix right in baby's own dish.



EVERY WELL EQUIPPED BABY'S SHELF HAS ALL 3 GERBER'S CEREALS ready for use, Cereal Food (blue box), Strained Oatmeal (red box) and the new Barley Cereal (yellow box). Let variety in cereals help your baby's appetite—babies like variety, too!

Gives you more free time to enjoy your baby.

How Variety Helps

Some mothers give their babies Gerber's Cereal Food, Strained Oatmeal and Barley Cereal at successive feeding times. Others serve one cereal one day, and another the next day as a good way of encouraging baby's appetite.

Your dealer has all three Gerber's Cereals. Get all three and be sure to look for "America's Best-Known Baby" on the front of each box.

© 1946, G. F. C.

 **Gerber's**
BABY FOODS

FREMONT, MICH.—OAKLAND, CALIF.

CEREALS • • • CHOPPED FOODS
STRAINED FOODS

MARTINI & ROSSI VERMOUTH

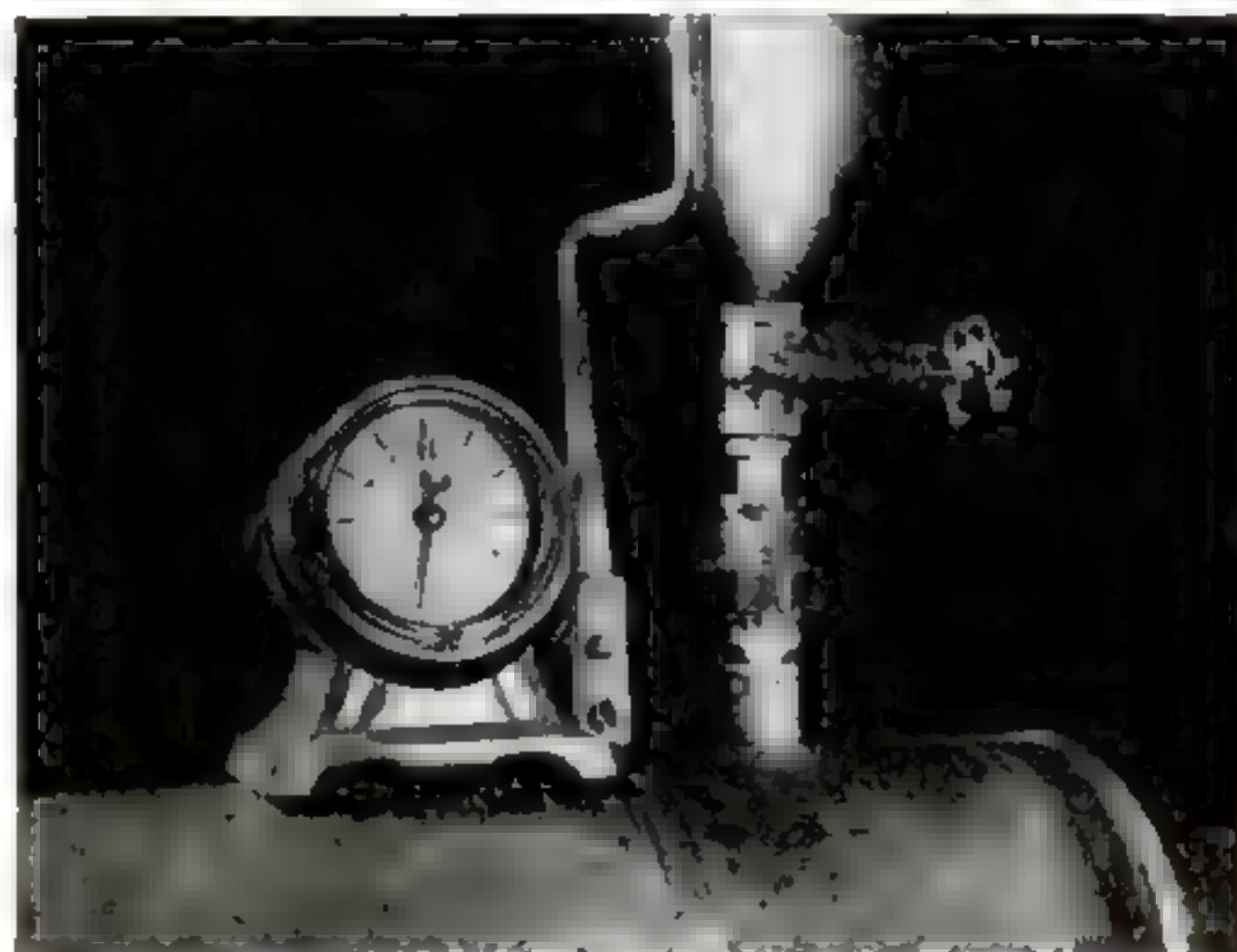
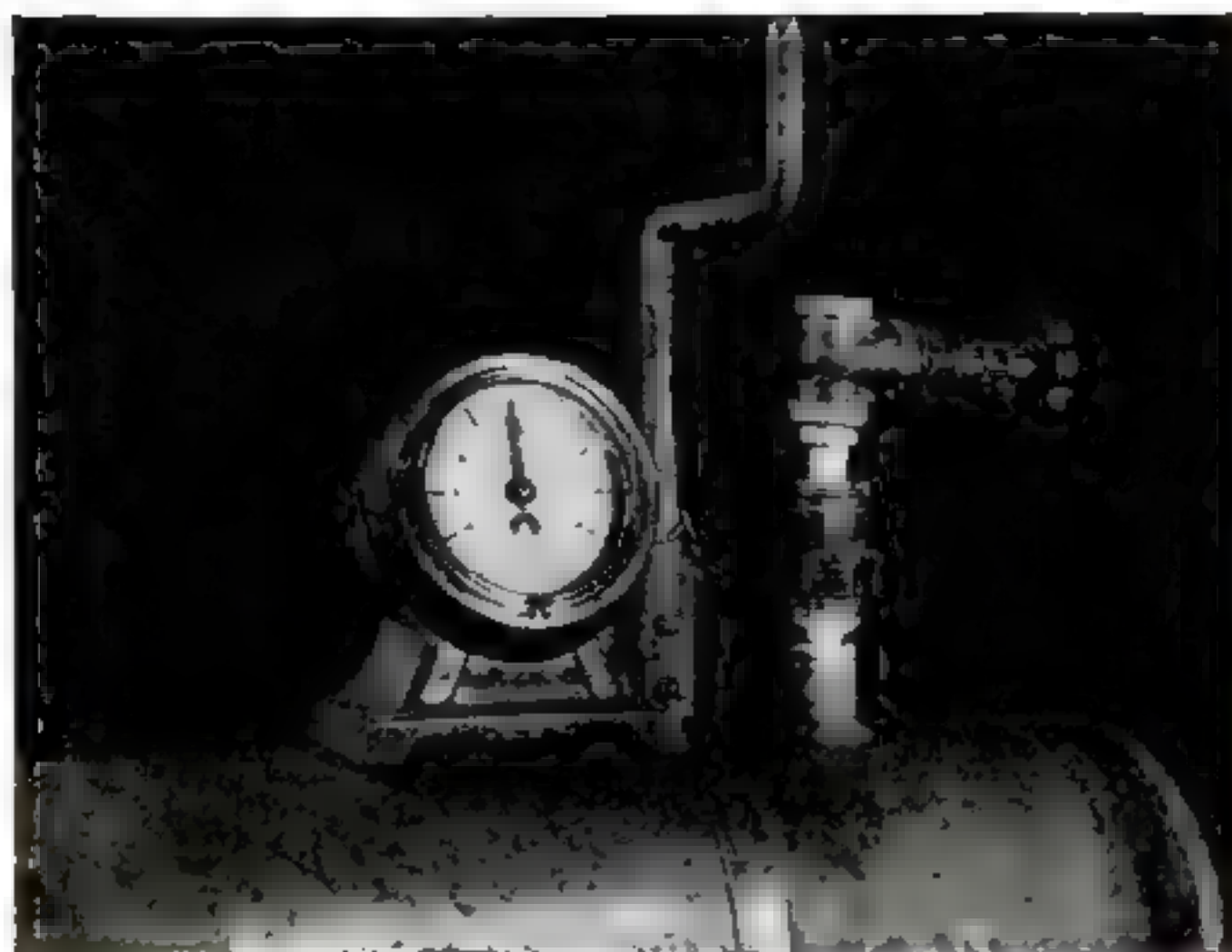
Flavor secret
for MANHATTAN
and
DRY MARTINI
COCKTAILS



ASK THE MEN who mix 'em at fine bars. They can tell you that the key to perfect flavor is famous imported Martini & Rossi Vermouth. *Regular* for a Manhattan. *Extra Dry* for a Dry Martini. W. A. Taylor & Company, New York City, Sole Distributors for U. S. A.

PRODUCT OF THE ARGENTINE

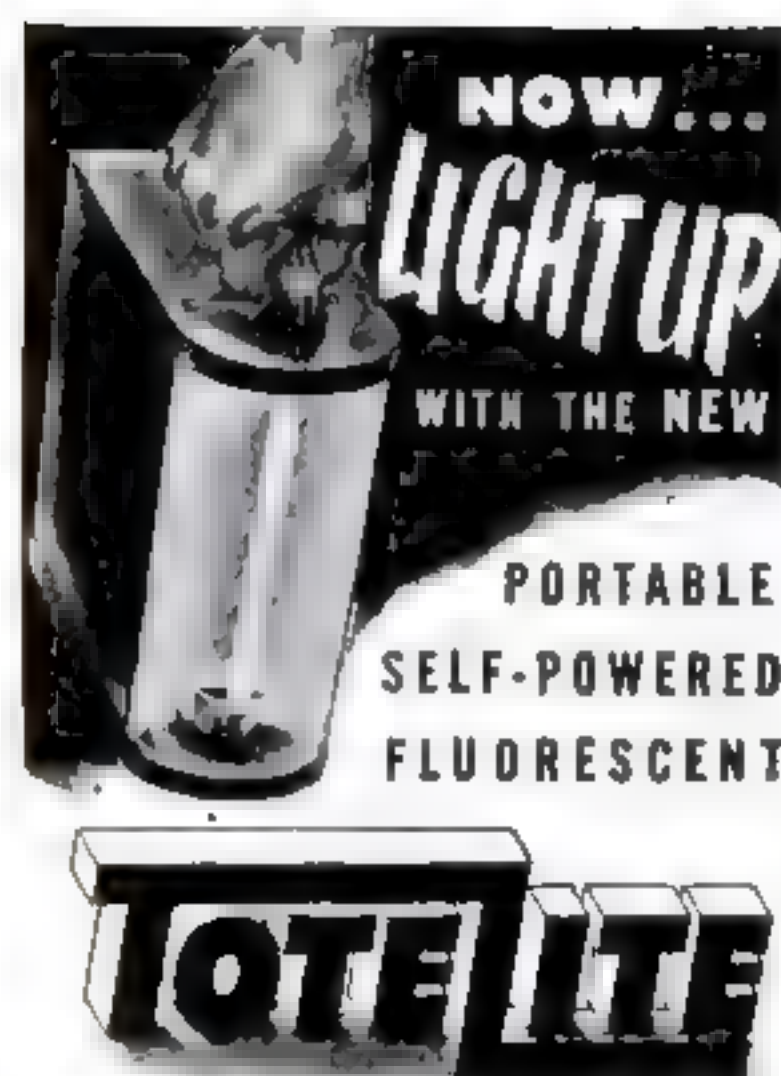
Liquid Heat CONTINUED



STEAM IS MADE by liquid heat which enters water heater through pipe (top). Timer records 32-second interval until steam spurts from valve (bottom).



BAKING OVEN is heated on five sides by liquid heat, giving fine, even heat. This is a test oven. Commercial model would have one valve and two pipes.



**NOW...
LIGHT UP
WITH THE NEW
PORTABLE
SELF-POWERED
FLUORESCENT
TOTELITE**

Enjoy the first definite change in portable fluorescent lighting in a decade. This single fluorescent post-war development makes obsolete all previous portable lighting. TOTELITE gives you a full flood of bright fluorescent light, not just a narrow beam. Steel-cased TOTELITE is a light weight, heavy duty, anywhere, anytime fluorescent light. A "must" in the home, factory, farm, sports, motoring and for any lighting emergency.



TOTELITE \$15.95 INCLUDING BATTERIES
AT BETTER DEALERS OR WRITE TO:
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COCKSURE GARTERS are
America's first different Garter

They are worn looser
... without BINDING
... without SLIPPING

There's NO strain on the webbing
NO stitching to cut the threads
GONE is the old-style pad
that soils, tears and wrinkles.



**TWICE THE COMFORT!
TWICE THE WEAR!**



oh, what a
wonderful feeling!

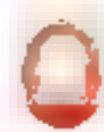
Here it is—a Van Heusen Sport Shirt
in *Vanisuede*—the soft, smooth,
friendly-to-human-skin fabric. Yes,
Van Heusen built true luxury into
this shirt, and plenty of style. The
exclusive California Lo-No Collar looks
right without a tie—right handsome
with a tie! Six smart, bright colors:
Kelly green, beige, maize, wine,
chocolate and azure. Van Heusen
sewmanship, too, to bring you superior
fit and comfort. Just purr at your
dealer and pad home with several
Van Heusen Sport Shirts in *Vanisuede*.



Vanisuede...

*Its fluffy, kitten-fur texture
will stay luxurious through countless tubbings.
Sanforized and Vat-dyed.*

Van Heusen



VANISUEDE
SPORT SHIRTS

PHILLIPS-JONES CORP., NEW YORK 1, N. Y. • MAKERS OF VAN HEUSEN SHIRTS • TIES • PAJAMAS • DOLLARS • SPORTSWEAR

Susan Hayward, co-star in the Walter Wanger production "SMASH-UP," is pictured here in the charming period costume which she wore during the filming of her previous Technicolor production, "Canyon Passage."

A BUSY DAY IN THE STUDIO LIFE OF SCREEN ACTRESS SUSAN HAYWARD

It's not all fun and fame, this business of being a successful screen actress. No, indeed! There's hard work and plenty of it. And it takes real stamina to keep you going—the stamina that comes from plenty of sleep, lots of good fresh air, relaxing exercise, and the *right food*. Food that's light, easily digestible, yet packed with energy-giving vitamins to keep you going. Let's see how popular Susan Hayward of Universal Pictures does it.



A busy day at the Universal portrait studio. Takes and re-takes ... hot lights ... heavy costumes ... yes, indeed, these young women work, and plenty! Ray Jones, chief of the "still" photo department, is making portrait studies of Susan Hayward.



Noontime at last, and Susan Hayward leaves the portrait studio for her bungalow dressing room on the Universal lot. Here in a miniature kitchenette, completely equipped, she prepares her lunch like the little housewife she is at heart.



One short hour for lunch doesn't leave time for fancy fixings. But Susan Hayward has learned the quick SUNSWEET Trick. * She fills her casserole (or a quart jar) with SUNSWEET prunes, enough for several days ahead, adds boiling water, replaces the lid, and sets them away for the juice to thicken.

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ITALIAN CRAFTSMEN WORKED YEAR AND A HALF TO ASSEMBLE LORENZO DA VITERBO'S "THE MARRIAGE OF THE VIRGIN," WHICH WAS BOMBED INTO 20,000 PIECES

RESTORED ART

From Italy's bomb rubble artists reconstruct some old masterpieces

Thanks to a remarkable job of restoration, the U. S. this week will see some priceless fragments of Italian Renaissance art which at one time appeared to be lost forever among the rubble of World War II's bombings. The display, which is scheduled to go on exhibition in New York City's Metropolitan Museum, was arranged by the American Committee for the Restoration of Italian Monuments, which is doing its best to raise money to help sal-

vage what remains of Italy's damaged art treasures.

Among the masterpieces to be exhibited is part of a 15th Century fresco (*below*) painted by Lorenzo da Viterbo, on the walls of a church in Viterbo, about 40 miles north of Rome. The church was gutted by bombs in 1941 and the fresco broken into about 20,000 pieces. These pieces were painstakingly collected and the job of putting together the world's greatest jigsaw puzzle began (*above*).



FIRST STEP in restoration process was placing the 20,000 fragments on a full-size photo of original fresco.



NEARING COMPLETION, fresco has parts in place except pieces of arm at left which could not be found

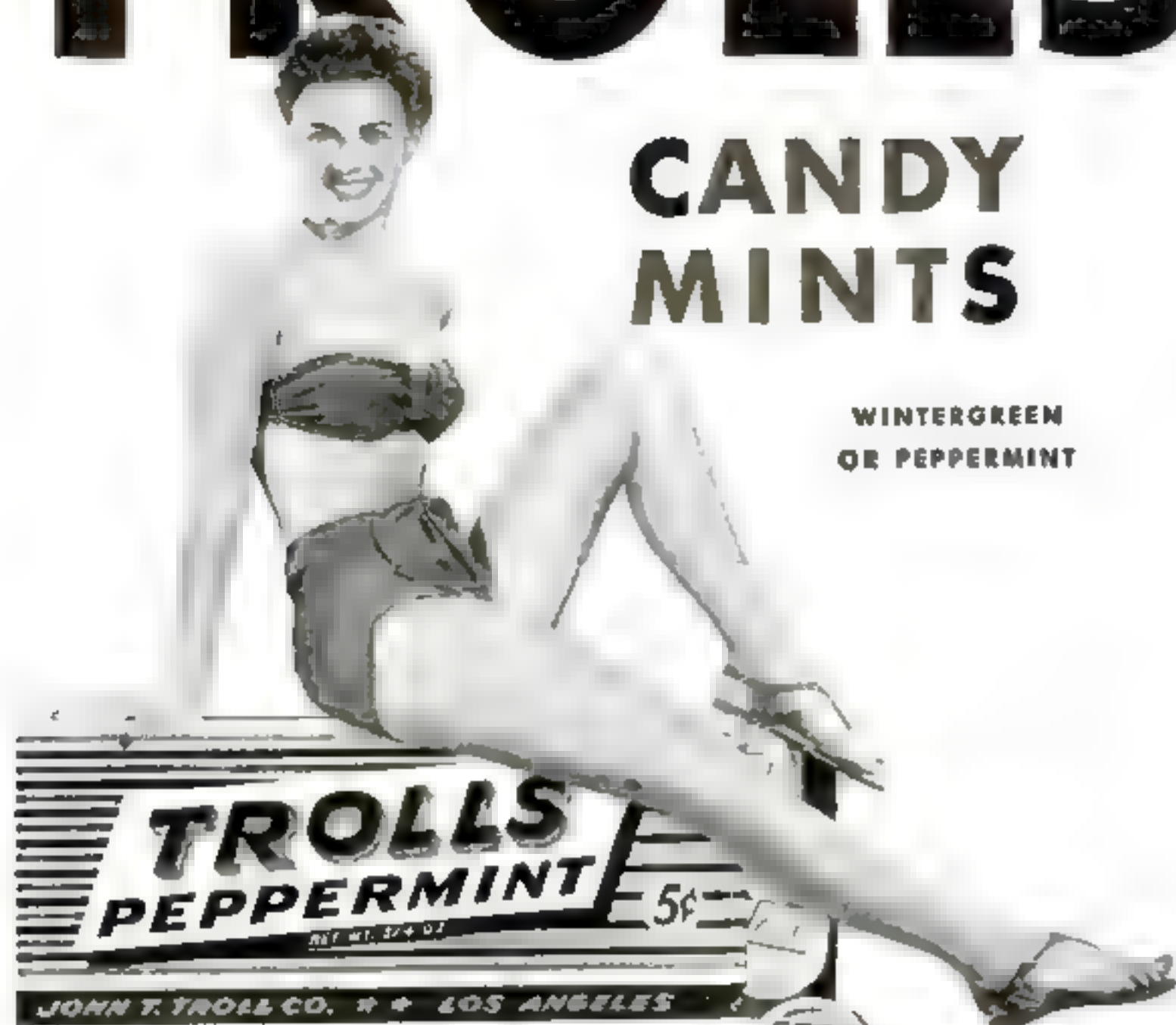


RESTORED FRESKO was completed by filling in the empty spaces with tone similar to original painting

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Restored Art CONTINUED



BEFORE BEING CLEANED BOTTICELLI'S PAINTING SIMPLY SHOWED SAINT

**TWO SKELETONS SHOW UP WHEN
BOTTICELLI PAINTING IS CLEANED**



AFTER BEING CLEANED, the picture is revealed as Botticelli had originally painted it, with two skeletons in rasket beside the dead man. The skel



ZENOBIUS REVIVING THE DEAD MAN WHO IS LYING IN FRONT OF HIM

This month the Metropolitan Museum, while also preparing for the exhibition described on the previous page, uncovered two skeletons which it had been harboring for 50 years in Botticelli's canvas, *Three Miracles of St. Zenobius*. They saw the canvas (above) off to be cleaned. It returned with parts of the kneeling figures washed away, revealing two skeletons (below). A previous owner probably had them painted over.



etons, which were religious relics, were hidden by robes which were probably added to satisfy Victorian English tastes who found skeletons too gruesome.

CONTINUED ON NEXT PAGE



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In short, this coat is a study in Brown and Tan. But it won't take much study to verify what I've said about its warmth and good looks. It is the prize of the Buck Skein Joe family. Visit your nearest store—or, if the merchant is all sold out, send me check or money order for \$37.50; give size by measuring chest under arms. I'll send your money back if your Man is not delighted.

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Restored Art CONTINUED



REMBRANDT'S "NIGHT WATCH" WAS ADMIRER FOR DARK, WARM COLORS

NIGHT TURNS TO DAY IN A REMBRANDT

Nine months ago, with a great deal of apprehension, Holland's Rijksmuseum in Amsterdam set about the risky business of cleaning one of the world's most famous paintings, a Rembrandt known as the *Night Watch* (above). The museum's apprehension proved to be well founded, for cleaning the picture has resulted in one of the art world's most startling transformations. After the accumulated dirt of many years was washed away, along with layer after layer of varnish which had been added to the canvas, the picture emerged not as a night scene but as a brilliant daylight gathering of the 17 life-sized civic guards whom Rembrandt had portrayed in 1642. The soft, warm luster of night light gave way to clear and cool daylight colors, and the yellowed uniform of the lieutenant in the foreground proved to be brilliant white satin (below).

Now art experts are pondering two puzzling questions: did Rembrandt deliberately tint the varnish of his picture to darken all of the paint tones? If so, had anyone the right to tinker with the renowned masterpiece? In any event the job is done and art lovers who had previously looked upon the *Night Watch* now will see the *Day Watch*.



AFTER CLEANING, the uniform of the soldier in foreground has changed from citron yellow to brilliant white as entire canvas takes on daylight colors.



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MOST RAFFISH BUT WONDERFUL COLLECTION OF CHARACTERS ON BROADWAY APPEARS IN THIS SALOON SCENE FROM O'NEILL'S NEW HIT, "THE ICEMAN COMETH"

BROADWAY GOES Highbrow

New season brings a monumental O'Neill drama and amazing interest in reviving the classics

Going to a Broadway show this season promises to be almost as inconvenient, costly and uncomfortable as it was during the war years, but to intelligent theater lovers it will prove more rewarding. To a surprising degree Broadway is going highbrow. Its most widely discussed opening to date was Eugene O'Neill's imperfect but absorbing drama, *The Iceman Cometh* (above). This inspired a discordant chorus of criticism ranging from "superb" to "the iceman stinketh" but impressed even its detractors as a monumental work. Broadway is also witnessing the premieres this month of three shows that have recently titillated London's intelligentsia: *Lady Windermere's Fan*, *The Duchess of Malfi* and Noel Coward's latest farce, *Present Laughter*. Of the 22 shows opening this month and last, almost a third are revivals of classics, and next month the newly established American Repertory Theater is offering a program that includes Ibsen and Shakespeare. Broadway has never swallowed such a concentrated dose of classical drama.

To some extent the current interest in worthwhile plays is a natural reaction from wartime, when the theater's chief function was to provide light, escapist entertainment. Today, in a world of

confused values, playgoers are more inclined to seek satisfaction in the enduring works of established authors.

The classics have proved as successful financially as artistically. Last year such revivals as *Pygmalion* and *Hamlet* brought both profit and prestige to their producers. The enormous Broadway success of London's Old Vic company indicated that the public would pay for great plays. With the increased cost of mounting a play on Broadway, producers find that staging a time-tested classic from a library shelf is a sound way to avoid some of the hazards of their business. Top stars such as Burgess Meredith, who is soon to appear in Synge's Irish classic, *The Playboy of the Western World*, often prefer to play in a good revival rather than struggle with a doubtful new script.

In the long run the quality of the theater stands to gain, too, from a noticeable decrease in business this fall. Though Broadway expects a big season—twice as many shows opened this month as a year ago—the theater is feeling the pinch of economic uncertainty. Only the top half-dozen hits are playing to capacity. But as the competition gets keener, the shows perform better.



FANCIEST OPENING was O'Neill's play which begins at 5:30, pauses for dinner, then continues to 11 p.m.

THE ICEMAN COMETH

O'Neill's new play is too long, too wordy, but deeply absorbing

As Eugene O'Neill's first new play to be produced in 12 years, *The Iceman Cometh* has become the most controversial drama on Broadway today. Most critics agree that it is immensely interesting and superbly well acted. All critics agree that it is too long (4¼ hours) and too repetitious. There is no agreement, however, upon the play's philosophical meaning, which has already been discussed by columnists and editorial writers and will undoubtedly become a subject for sermons and lectures.

O'Neill is concerned with mankind's necessity for preserving illusions about itself. He implies that pipe dreams are the essence of life and that a man without them is as good as dead. His pipe-dream addicts are a remarkable collection of down-and-outers who hang out in a shabby New York saloon in 1912. Thanks to their dreams and to the benevolent proprietor, significantly named Harry Hope, who gives them free rotgut to numb their misery, the derelicts maintain some shreds of self-respect.

A yearly event in Harry Hope's bar is the arrival of his old friend Hickey, a prosperous hardware salesman who throws a terrific party for all the inmates. In his drunken moments in past years Hickey has always joked about leaving his beloved wife in bed with the iceman. But when Hickey arrives this time, he is strangely changed. He does not joke about his wife. He announces that he has given up drinking. He urges his old friends to relinquish their pipe dreams and set forth immediately to find respectable jobs.

One by one the down-and-outers go out to hunt jobs. One by one they return to the saloon, defeated and hopeless because they have finally learned that their dreams of self-respect are mere delusions. Then Hickey announces that their defeat was part of his plan to bring them peace: the showdown would force them to accept their own inadequacies and teach them to live without foolish hopes. But instead of finding peace, Hickey's friends sink into a deathlike stupor.

Troubled by the failure of his experiment, Hickey confesses that he himself has found peace by killing his wife to release her from an unhappy marriage. In his last scene, before he turns himself over to the law, Hickey convinces his friends that he was temporarily insane, and with tremendous relief they revert to the opium of their dreams.

In the minds of most critics the principal confusion was caused by the character of Hickey. Some regarded him as a well-meaning philanthropist. Others saw him as "a figure of crazy malevolence." In his script O'Neill himself indicates that Hickey was a symbol of death, neither malevolent nor well-meaning but simply the opponent of life.

To some, O'Neill's insistence that illusions are necessary to life has the ring of deep pessimism. They quote the speeches of a character named Larry, who most nearly represents O'Neill's own views. "The lie of a pipe dream," says Larry, "is what gives life to the whole misbegotten mad lot of us, drunk or sober. . . . The material the ideal free society must be constructed from is men themselves and you can't build a marble temple out of a mixture of mud and manure. When a man's soul isn't a sow's ear, it will be time enough to dream of silk purses."

Though O'Neill sounds superficially like a complete defeatist, by implication he affirms that life, even with lies and illusions, is worth living. Even in its most hopeless moments his drama breathes a poetic reaffirmation of man's struggle toward dignity.



CHARACTERS in the play are all represented at a party given by Hickey (James Barton, extreme left). Each person cherishes his own pipe dream, which Hickey is trying to destroy. From the left: Cora, a tart, dreams she

can marry and settle on a farm. Joe dreams about running a gambling house. Willie, an alcoholic, dreams he can become a fine lawyer. Don hopes to be forgiven for betraying his anarchist mother to the police. Cecil and



TWO FRIENDS of Boer War (Nicholas Joy, Frank Tweddell) become enemies under Hickey's baleful influence. Barkeep is played by Tom Pedi.



BIRTHDAY CAKE is admired by Harry Hope (Dudley Digges). Actress



Piet, Boer War veterans, dream of returning to their homeland. Larry dreams that as a philosopher he can remain aloof from life. Hugo, an anarchist, dreams of a proletarian utopia. Chuck, a barkeep, dreams of marrying Cora.

Rocky, another barkeep, believes that he is not a pimp although he accepts earnings of tarts. Pearl and Margie believe they are not "whores," but merely "tarts." Jimmy hopes to get his job back as a reporter. Ed, a petty cir-

cus thief, dreams of returning to his racket. Pat, an ex-cop who was fired for some undefined misdemeanor, dreams of his old job. Harry, the saloon owner, who has not left his bar for 20 years, dreams of a politician's job.



at left is James Cagney's sister Jeanne.



PHILOSOPHER LARRY (Carl Benton Reid), throttles his friend (Paul Crabtree), because he intrudes on Larry's aloofness with his own troubles.



CLIMAX comes when Hickey confesses he killed his wife for loving him too much and his horrified listeners throw off his deathlike influence.



DEATH OF "THE DUCHESS OF MALFI" comes when Actress Elisabeth Bergner is strangled with ropes by hooded jailers under orders from her wicked brothers,

who were jealous of their sister's power. This bloody old Elizabethan tragedy contains some fine poetry and more horror than a Hollywood thriller but lacks a persuasive plot.



CANADA LEE IN "DUCHESS OF MALFI" IS FIRST NEGRO TO PLAY WHITE MAN ON BROADWAY. HE IS TRANSFORMED WITH PUTTY NOSE, WIG, FOUR COATS OF PAINT



DEATH OF CYRANO finds Actor José Ferrer lifting his sword in a gallant gesture just as he is about to succumb to an accidental head wound. His last speech is to Roxane (Frances Reid), whom he secretly loved while wooing her for a friend. Realizing Cyrano's true feelings for the first time, she turns to his friends with a broken heart.

COSTUME DRAMA

It flourishes in "Cyrano" but fails in "Duchess of Malfi"

Full-blown costume drama hit Broadway this month in *Cyrano de Bergerac* (above), written in 1897 by Edmond Rostand, and in *The Duchess of Malfi* (opposite page), written by John Webster about 1618.

Cyrano was unanimously acclaimed. Told in ringing poetry, its story of a valiant man with a nose so big that no girl could love him has been beloved by Americans ever since Walter Hampden made the role famous 20 years ago. José Ferrer as the new

Cyrano lacks Hampden's shabby grandeur, but he is nevertheless a good actor in a fine show.

Duchess of Malfi, victim of a poky performance, won few plaudits. Yet it made Broadway history because in it for the first time a Negro, Canada Lee, played a white man. Critic Brooks Atkinson praised Lee's acting but wrote that "he counterfeits a white man about as successfully as a white man in burnt cork counterfeits a Negro—which is hardly at all."



JOSÉ FERRER AS CYRANO TAKES HALF HOUR TO CONSTRUCT HIS FALSE NOSE. HE MOLDS PUTTY OVER A THIMBLE FASTENED TO HIS OWN NOSE WITH ADHESIVE TAPE



AS LADY WINDERMERE, ACTRESS WARD DISPLAYS HER CRISP ENGLISH BEAUTY IN THE ELEGANCE OF APRICOT BROCADE, A TURQUOISE NECKLACE AND DIAMOND CHOKER

LADY WINDERMERE'S FAN

Penelope Ward sparkles in Wilde's period piece

The most queenly young actress to appear on Broadway this month is Penelope Ward from England, who plays the fan's owner in *Lady Windermere's Fan*. Despite her cool grandeur, Penelope performs with warmth and sincerity. Her handsome gown was designed by Cecil Beaton (LIFE, Sept. 16), who adorned this pleasant revival of Oscar Wilde's old comedy with settings and costumes of such dazzling opulence that they practically cover the moth holes in the play.



FOR ONE OF HER 18 COSTUME CHANGES, JUNE HAVOC DONS A SLIP ON A DARK STAGE. LIFE'S CAMERAMAN SHOWS HOW JUNE WOULD LOOK IF THE LIGHTS WERE ON

DREAM GIRL

June Havoc shines as a new star in an old hit

The most versatile and wonderfully droll actress on Broadway this fall is June Havoc, who has had a personal triumph in the thankless job of replacing another star, Betty Field, in the title role of *Dream Girl*. June began her career as the sister of Gypsy Rose Lee and has starred in musical comedies. Her struggle to play in straight dramatic shows is climaxed by her success in *Dream Girl*, where she is on stage 128 minutes in the longest feminine part ever written.



CLIFTON WEBB, AS A CASUAL SEDUCER OF WOMEN, GETS SMACKED BY A PRETTY VICTIM (MARTA LINDEN) WHILE HIS CALM WIFE AND STARTLED FRIENDS LOOK ON

PRESENT LAUGHTER

Coward sounds old fashioned

Amid Broadway's highbrow season an oddly old-fashioned note is struck by Noel Coward, one of the most sophisticated of playwrights, in his new farce, *Present Laughter*. Coward's epigrams, embellishing a tale of gay adultery, are still pert but have a definite flavor of the mid '30s. His new show

concerns an actor, played with stylish wolfishness by Clifton Webb, who nearly wrecks the happiness of four dear cronies by succumbing to the blandishments of his best friend's wife. This urbane nonsense should be welcome after heavier highbrow fare. But the artful pastry tastes slightly stale.



SHOWING OFF a new robe given to him by his tolerant wife (Doris Dalton), Webb prinks on a hassock. When play starts his wife has not lived with him for many years.



SHOCKED to learn that Webb philanders with other women, one of his younger girl friends faints dead away. At the play's end Webb returns to his understanding wife.



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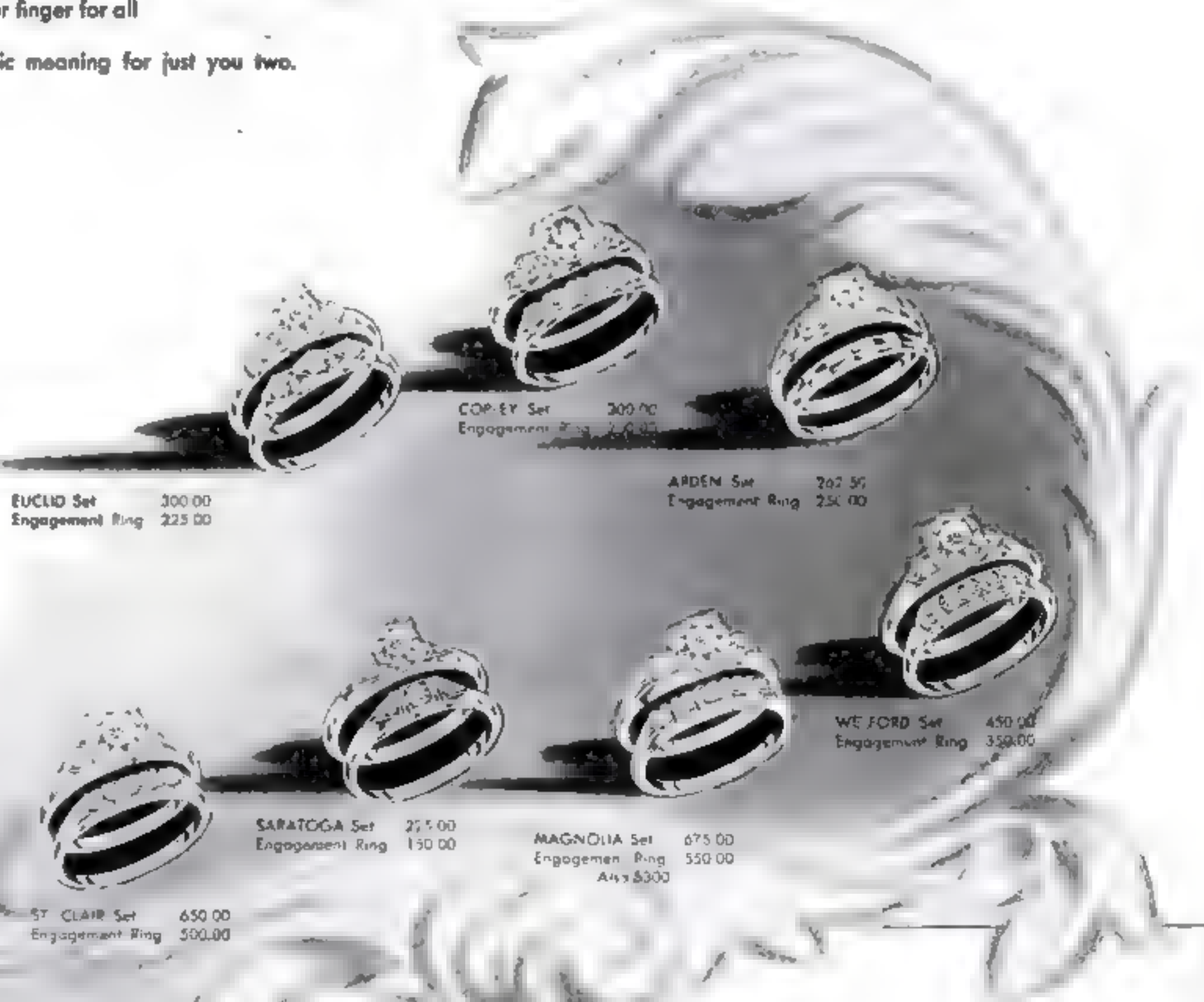


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THE UKRAINE

In the "Texas" of Russia there are bobby-soxers, pretty girl cops, speculators and a grim spirit of puritanism and earnest endeavor

by JOHN FISCHER

THE Ukrainians are the Texans of Russia. They believe they can fight, drink, sing, ride and make love better than anybody else in the world. They think they won the war practically alone, with little help from the rest of Russia and none worth mentioning from the outside world.

This conviction is not altogether unreasonable. One out of every five Red Army soldiers was a Ukrainian. Their land was the area of the longest sustained offensive of the war and its people paid a tremendous price in blood and havoc. You can hardly walk a block in Kiev or Kharkov without passing somebody lacking an arm or leg. Any Ukrainian, soldier or civilian, who does not have at least one medal feels practically naked. Many have six or seven and they wear the whole collection at all times. I knew one 7-year-old boy who went to school every day wearing two medals on his patchwork shirt—one for helping the partisans, the other for a shrapnel wound which had scooped away three inches of scalp.

Texans have an old rule of etiquette: "Never ask a man where he comes from. If he's a Texan he'll tell you; if he's not, don't embarrass him." It could have originated with the Ukrainians. They feel a little sorry for other people. In their country the men are taller, the women prettier, the horses

John Fischer, an editor of *Harper's Magazine*, was one of three men sent to the Ukraine by UNRRA last March. With an American interpreter, they were permitted to travel without restrictions throughout the area, a privilege which the Soviet government has accorded few other foreign observers. Here Mr. Fischer relates his firsthand impressions.

and vodka glasses bigger, the food better than anywhere else in Russia. Like Texas this land was a frontier with its share of outlaws, runaway serfs and other hard characters. The big, woolly Cossack hat is worn as commonly in the Ukraine as the oversized Stetson in America's Southwest, and for the same reason. The Ukrainians still cherish a legend that they are natural-born horsemen, although today most of them would feel as uncomfortable in a saddle as any Dallas banker.

Another legend, Ukrainian independence, apparently still has enough life in it to worry the Kremlin, although I could find no evidence of a serious separatist movement. The Soviet government pays a good

deal of ostentatious lip service to the "sovereign rights" of the Ukrainian Republic. For example the native language, which differs from Russian as radically as Scottish dialect from the King's English, is ostensibly encouraged. At the same time it is made to seem a bit countrified and unfashionable. When we set up the UNRRA office in Kiev, our first official communication from the local Council of Ministers was written in Ukrainian, just for the record. After that, all its correspondence was in Russian.

The Ukraine has its own Foreign Office, which was carrying on obscure trade negotiations with Yugoslav and Bulgarian emissaries when I was



there, and in Moscow it has a permanent representative who refers to himself as "ambassador." I suspect that Stalin's insistence on a seat for the Ukraine in the United Nations Assembly was not altogether a maneuver for an extra vote but also a sop to Ukrainian nationalist feeling which the Germans had systematically exploited during their occupation. In reality the Ukraine is as tightly controlled by the Communist party machine as any other section of the U.S.S.R. The last of the major native political bosses disappeared during the great purges of the late 1930s and the Ukraine is now run by an outlander, Nikita Khrushchev, a member of the Politburo and one of Stalin's trusted cronies.

The land itself suggests the Great Plains of the U.S.—dry, flat prairie, rich in wheat and pasture. Much of it is badly eroded because the Soviet agronomists, though otherwise highly competent, have not got around yet to soil conservation. I did not see a single terrace, check dam or contour-plowed field in some 3,000 miles of travel through the Ukraine. A few shelter belts, however, have been planted along some of the main roads.

Many of the cities of the Ukraine might have been transplanted from the Mediterranean coast. Many of their buildings were built during the big wheat boom at the turn of the 19th Century, when the landlords and minor aristocracy could afford to import fashionable French and Italian architects. These designers favored brick or squared logs, covered with stucco in pastel blues, pinks and yellows. Even in ruins such cities as Poltava and Kremenchug seem pleasantly bright and sunny after the shabby grandeur of Moscow.

Beside the graceful old Italianate buildings, the newer Soviet construction is strikingly unoriginal. It falls mostly into two styles—packing-case modern and neo-classic grandiose—and all of it was meant to be impressive. The Communist party executive-committee headquarters in Kiev, for example, is a massive granite structure with Ionic porticoes and lots of formal sculpture of the kind favored by bureaucrats everywhere. It is about

as revolutionary as an Iowa post office. Like almost every other public building, it was methodically gutted by the Germans in their retreat. So were countless homes, buildings and churches, among them the ancient Lavra monastery, which had neither military significance nor any special value to the Soviets. Indeed a lot of the destruction was psychotic in its purposelessness. In Poltava the Nazis took the trouble of plowing up 12 acres of roses in the city parks for no apparent reason other than that this was the most famous flower garden in south Russia.

To the Ukrainians, then, it seems only fair that most of the reconstruction work is being done by German prisoners of war. I could never get an accurate count of the number of Germans laboring in the Ukraine, but it probably runs into hundreds of thousands. They are handled by a special agency, which rents them out to municipalities and construction trusts at a rate of 20 rubles a day (about \$2) per laborer. Out of this sum the contracting agency feeds and houses its wards and pays them a nominal wage which can be used for luxuries like tobacco. Their rations are the same as those allotted to Russian heavy laborers—800 grams of black rye bread a day, plus at least one hot meal. Their barracks are not much worse than the overcrowded apartment of the average Russian, and in cold weather they are issued Red Army overcoats and fur-lined hats in place of the flimsier Reichswehr winter outfit. They certainly did not look emaciated, nor did the few to whom I

talked (in English or German, without interference from their guards) complain of ill treatment.

Yet these German prisoners are the most spiritless, disheartened humans I have ever seen. Usually they work in gangs of about platoon strength under the supervision of their own noncommissioned officers. The Russian guards, often no more than a pair of buxom *mulitia* girls with Tommy guns slung over their shoulders, pay no attention whatever to the work in hand, which consequently proceeds at a pace that would make a WPA crew look like a model of whirlwind efficiency. I have seen seven Germans carry-



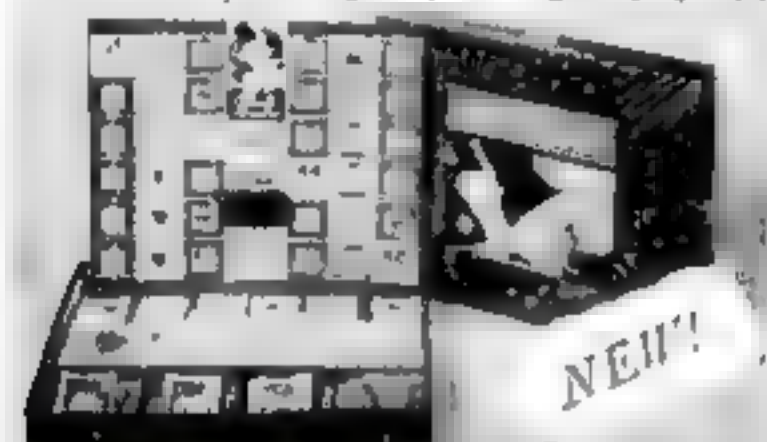
OFFICIAL SEAL of Ukraine features wheat, its main crop, hammer and sickle and rising sun.

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MEDALS FOR HEROISM are worn by many Ukraine war survivors. Here Partisan Maria Bogatyr, with daughter, is honored by General Kovpak (right).

UKRAINE CONTINUED

ing a single plank which any one of them alone could have managed with one hand. I have watched a gang work on a half-wrecked building near my office for five days before I could tell whether they were repairing it or tearing it down. They were repairing it. At the end of the day the German workers plod back to their barracks like lost souls, eyes vacuous and shoulders slumped. They know that they are not going anywhere. Many of them have been prisoners since Stalingrad. They have no idea when they will go home or whether any home is left for them to go to.

So little do the prison workers accomplish that many mayors and minor Soviet industrial executives have concluded that forced labor does not pay. Repeatedly they told me that the Germans were not earning their keep and that the labor contracts would not be renewed unless orders to the contrary came from the Kremlin.

I never saw a German officer in the Ukraine. Several prisoners told me that their officers had been marched away immediately after they were captured and had not been seen since.

On Sundays the Ukrainians themselves pitch in on the almost endless job of cleaning up rubble. Each trade union, sports club and youth organization mobilizes its members about once a month for *subotnik*, or voluntary holiday work. These occasions are more like a picnic than a serious labor project. Usually there is a sound truck parked at the curb, blaring out Cossack tunes and such imported favorites as *The Atchison, Topeka and Santa Fe* and *Tea for Two*. Another popular number is *There Is a Tavern in the Town*, which the Russians call "The American Soldier's Song." For some reason I could never discover they are convinced that it is a great favorite in the U.S. and they are likely to sing it as a mark of respect at any gathering where an American is present. The way the Ukrainians work can only be described as leisurely. There is a good deal of chitchat and frequent recesses for tea at the refreshment tables which the women set up on the sidewalks. Most families bring their children, who spend the day playing hide-and-seek among the twisted girders, or the local variant of cops-and-robbers. It is called *partisans-and-fascists*. Everybody seems to be having the time of his life.

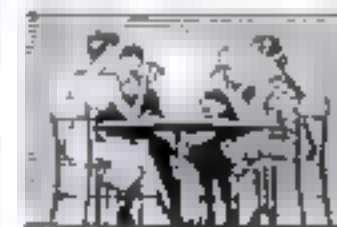
Soviet fun is rationed

THERE are not many other ways, in fact, for a Ukrainian to have fun. Kiev, the biggest city in the republic with a population of about 700,000, has only four theaters, an opera house and a concert hall. The performances are excellent and they are always as packed as caviar jars. The average citizen, however, does not get much chance to buy a seat, because nearly all the tickets are allocated to privileged groups—army officers, top bureaucrats, military heroes, visiting firemen, and factory workers who have exceeded their piecemeal quota. While the city's four or five movie theaters sell tickets on a first-come-first-served basis, they are seldom open more than a night or two a week because of the film shortage. The big hit while I was there was *Silva*, a Soviet musical comedy about a Ruritanian nobleman who falls in love with a gypsy nightclub singer. It was not, as I had expected, political satire on Balkan aristocracy but straight romance and glamour right off the cob. The audience loved it. Technically it was Grade-B Hollywood, 1920 vintage. The few U.S. films which pass the rigid

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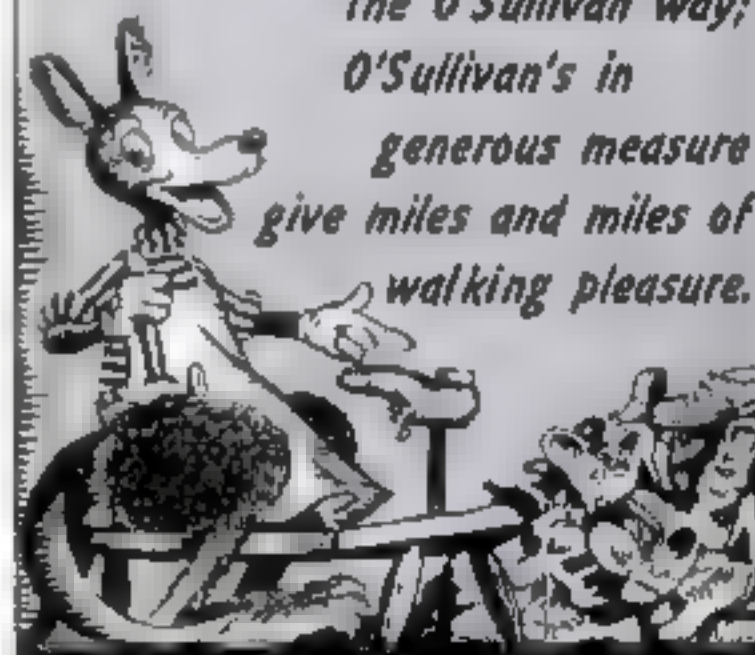
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CONTINUED ON PAGE 124

"VACANT CHAIRS FOR THE RUSSIANS"

Immediate-action plan of World Federalists stirs new peace hope

"Oh, sure, maybe it will take world government to control the atom and keep peace. But how are you going to get the Russians into it?"

That question left most world government advocates without an answer until a few weeks ago. Then author Mark Van Doren and ad writer Mildred Blake, leaders of World Federalists, U.S.A., a consolidation of world government groups, launched a reply that set foreign affairs and peace circles buzzing.

The idea appeared in the new column, "Eye on the Clock," published in paid space in the *New York Times* and *Herald Tribune* by World Federalists. The writers first point out that to get rid of the veto in the United Nations, we must also get rid of the one-nation-one-vote rule. "How can we have majority decisions," they ask, "when 150 million Americans (or less) south of the Rio Grande have 20 votes, and 150 million Americans (or more) north of that river have 2?"

They propose a World Legislature, based on both population and productive capacity, to make world law, enforceable on individual lawbreakers like any other law. To the objection that "the Russians won't take part," they counter that "if the rest of the world were determined to have a government—the only machinery that has ever kept peace—the Russians would come in. They couldn't afford not to. But if they don't see that at first . . . leave vacant chairs for the Russians!"

"When one family refuses to come to Town Meeting . . . Town Meeting is held anyway. We should go ahead, with the Russians, we hope, but without the Russians, if necessary. If Russia's share, on the basis of population and productive capacity, is x number of seats—then those x number of seats should be provided, and any time Russia will sign the amended U.N. Charter, Russians may occupy them. And this should apply to any other nation that cannot or will not join. Public safety and order must be organized now." Here is a question bigger than any you will vote on at the polls this fall. Your ballot is at the foot of the page.



Carl Van Doren, historian, observes: "The United States itself began with 'vacant chairs' for 2 of the 13 states. And I doubt if the Russians would stay out long. At every close vote, they would add the number of votes they might have cast and note the difference. They would soon rather be inside voting than outside watching."



Lin Yutang, Chinese author, says: "I am quite sure the Chinese people would be for a World Legislature, based not only on population but also on factors such as productive capacity. Fortunately, the U.N. Charter does not allow the veto on calling a review conference. With United States leadership, it could be called at once."



W. T. Holliday, president of Standard Oil of Ohio, says: "Many people fear joining the Russians in a World Legislature. But Russia would then have less power over us than she now has with the veto. Probably not more than 20% of the world vote, based on population and productive capacity, would follow the Communist line."



A. Philip Randolph, railroad labor leader, says: "Some say 'suppose Russia stays out and prepares for war!' I ask: Is Russia not already preparing for war, like ourselves? Nothing but world government can stop a war in which most city-dwellers may be killed. What can we lose if we start world government, leaving the door open?"



Grenville Clark, lawyer, says: "We must discard the old 'one nation, one vote' idea, and weight representation not only by population, but also by such factors as natural and industrial resources. World government is inevitable. But as Justice Holmes said, 'The mode in which the inevitable comes to pass is through effort.'"



Mary Margaret McBride, radio commentator, says: "I like this plan because of its standing invitation to join. It is by no means a western bloc. And the U.N. must soon become a real world government, or terrible disaster will fall on all our homes. We dare not fail again, fellow Americans. Hurry, before it is too late!"

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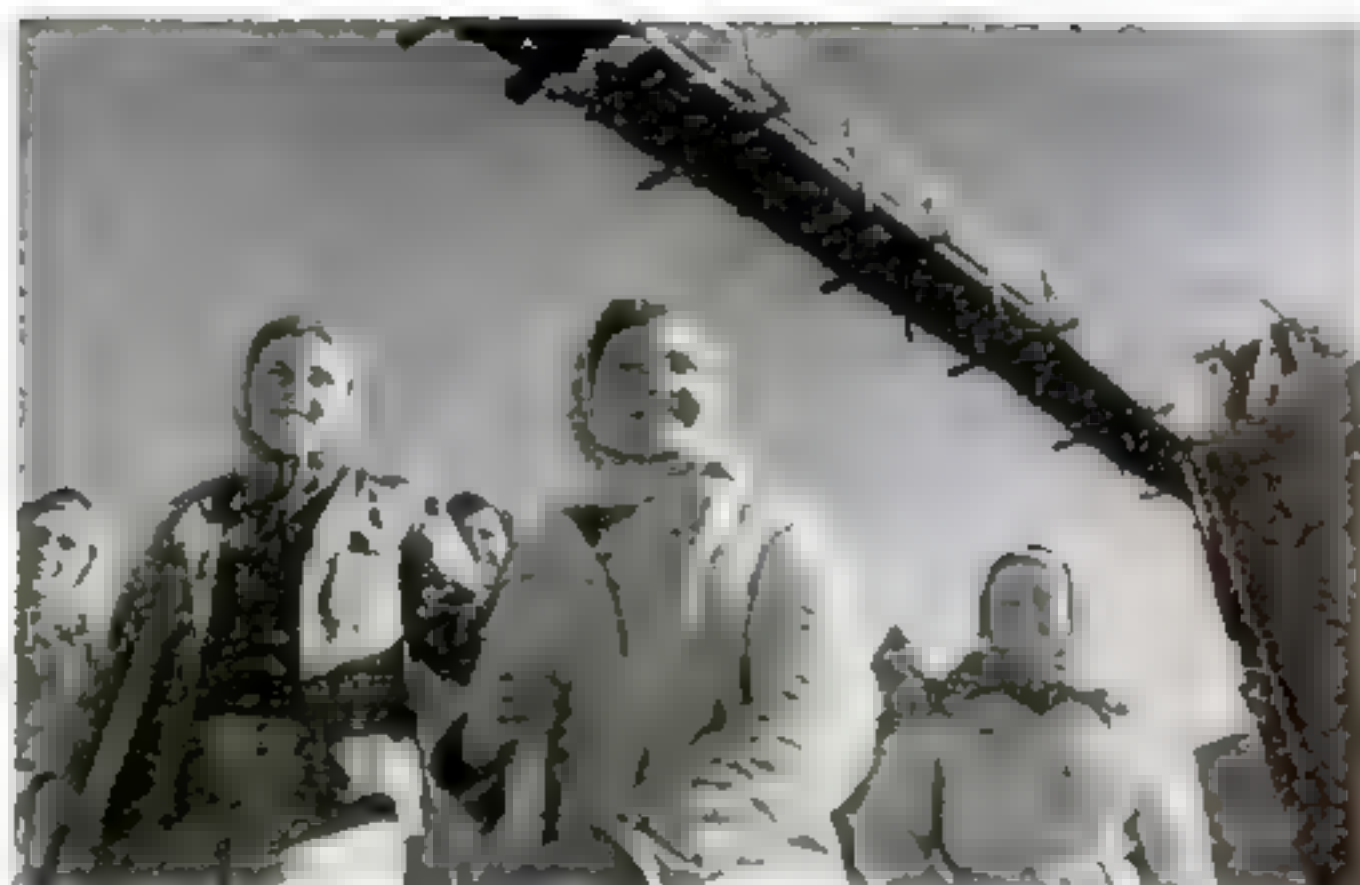
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WOMEN WORKERS make up manpower shortage for rebuilding of Dnepr power station, which the Germans destroyed. Parts of it are already restored.

UKRAINE CONTINUED

ideological quarantine are the same type. The last one shown in the Ukraine was *Sun Valley Serenade*. It was enormously popular, not only because of its admitted technical superiority to native productions but because it supplied a little of the scarcest commodity in Soviet life—color.

The Soviet Frank Sinatra is Sergei Lemeshev, a Moscow opera star with a plump, angelic face, soulful eyes and a nice tenor voice. Every time he sings teen-age girls crowd into the aisles and applaud, sometimes for as long as 15 minutes. Lots of them wear bobby sox.

Kiev has five swank restaurants, but the only people who can afford to patronize them—and they only occasionally—are the wealthier classes of scientists, technicians, generals and important party members. The most popular is the dining room of the In-tourist Hotel, a cheerless hall with mustard-colored walls where a couple can get salami sandwiches and a pitcher of beer for about \$8. For a few weeks last April it featured a three-piece jazz band, but the manager had to get rid of it because the drummer and the saxophone player kept coming to work drunk. Under the puritanical Soviet moral code serious drinking is discouraged on the grounds that it not only interferes with production but is also unbecoming to a citizen of the workers' state. Nor are there any places for informal festivity, like the American juke joint or the British pub. The government prefers its citizens to do their sitting around and talking within earshot of the party. Outlets for the social instinct are provided, however, in the clubrooms attached to nearly every factory and collective farm. There the sensible citizen may read, play chess, act in amateur theatricals and listen to lectures on hygiene, city planning and Marxist theory. Young blades who prefer to court their girls in racier surroundings can take them to the ice-cream parlor on Kiev's main street. A tiny basement room containing eight tables, it is always full of raucous soldiers and giggling girls, with scores more waiting their turn on the steps outside.

One ruble a drink

IF a Ukrainian must drink, he can buy a thimbleful of vodka for one ruble (roughly a dime's worth of purchasing power) at the street-corner kiosks. Kiosks also sell sweet Caucasian wine, candy and strawberry soda pop. A half liter of vodka, which is slightly more than a pint, would stand him \$6 in a *Gastromom*, or luxury store. Since the wage of industrial workers in the Ukraine averages about \$35 a month, few can afford enough for a real binge. In any case vodka is by no means so deadly a concoction as most Americans assume. It is virtually pure, tasteless alcohol, diluted to 80 proof, and it has the great merit of leaving only slight hangovers. At formal banquets, almost the only occasions for heavy drinking, I have watched Soviet officials toss off repeated toasts, bottoms up, out of eight-ounce water glasses, and they turned up at the office the next morning in astonishingly good repair.

The puritan note is evident in nearly every aspect of Ukrainian life as it is everywhere else in Soviet Russia today. There are no burlesque shows. No publication prints leg art. An off-color joke, even in the most robust company, is considered uncultured and the current literature is as prim as Louisa May Alcott. A few years ago when Simonov, the author of *Days and Nights*, published some moderately passionate love poems, Stalin was reported to have re-

CONTINUED ON PAGE 127

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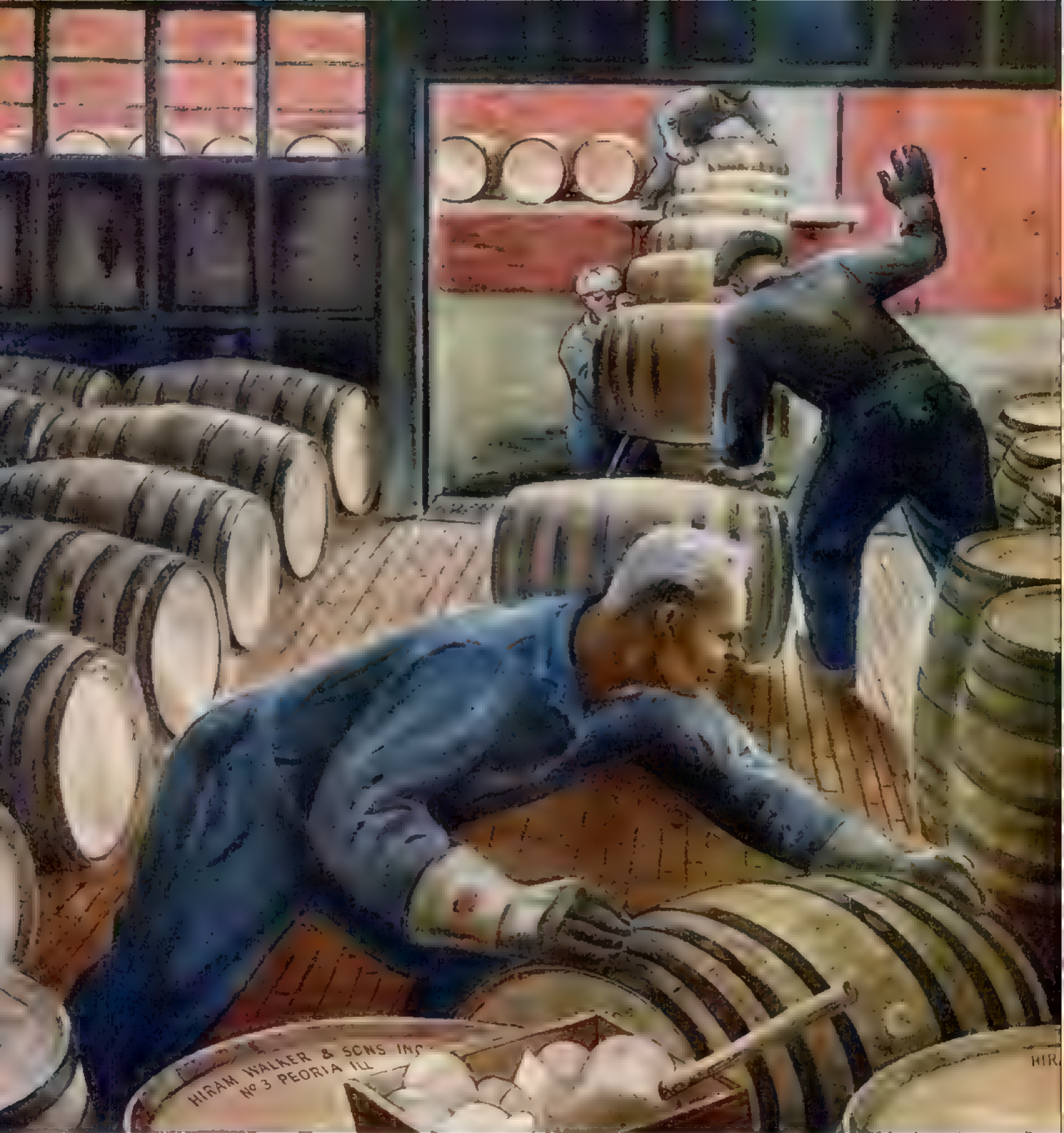
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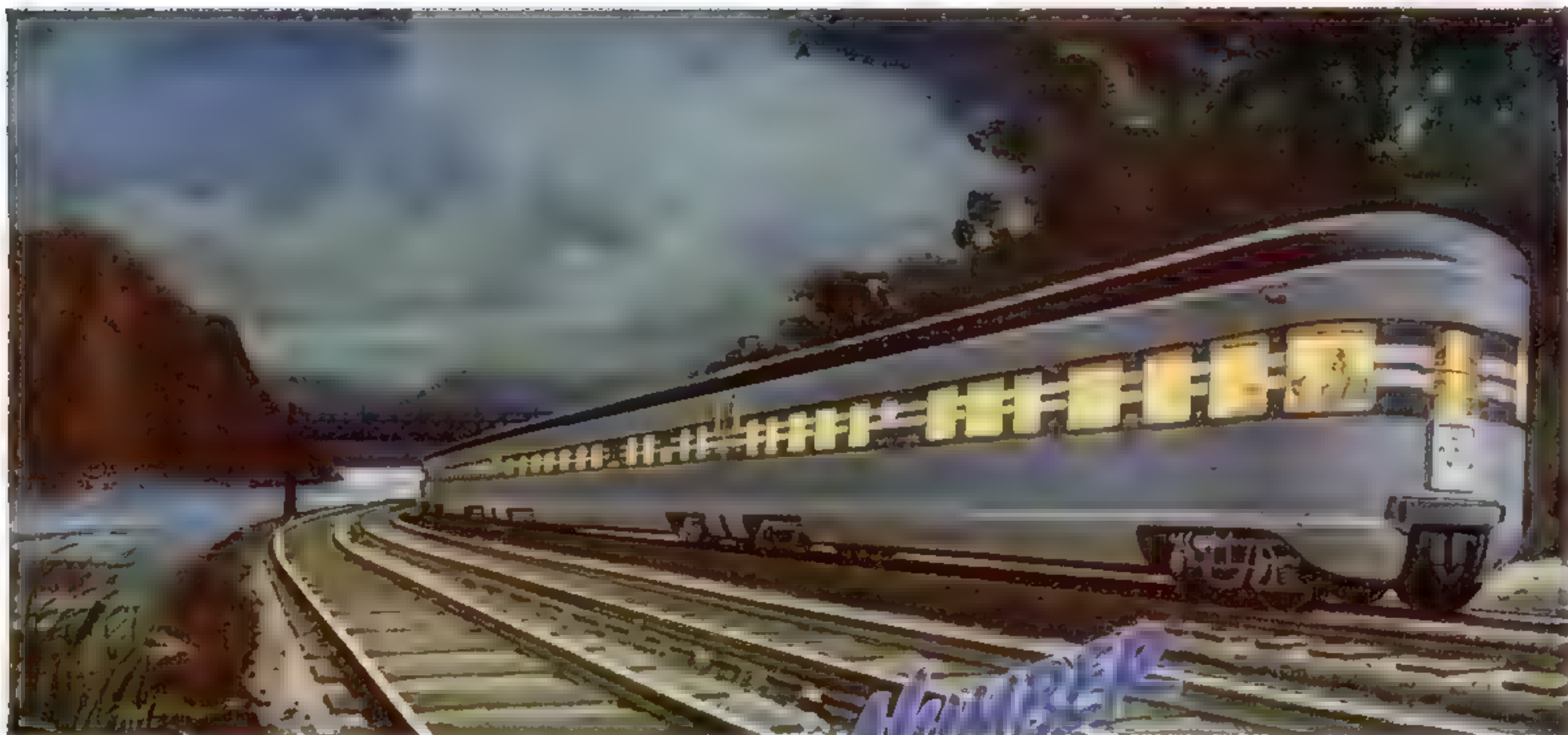
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UKRAINE CONTINUED

marked that only two copies should have been printed—one for the author and one for the lady. Divorces are hard to get. Prostitution is punishable by as much as five years at hard labor. The love-making in New York's Central Park or London's Hyde Park is far less decorous than what goes on between sedate Ukrainian couples in the Parks of Culture and Rest.

The booster spirit

IN his more prosaic affairs as well, the Ukrainian moves in an atmosphere charged with high resolve and earnest endeavor. The street-corner loudspeakers, one of Kiev's most conspicuous civic improvements, interrupt their musical programs with homilies on the Five Year Plan and the need for every worker to make that extra effort. The Ukraine *Pravda*, a leading newspaper of the republic, gives heavy play to such stories as a new local bricklaying record or a collective farm which has exceeded its sugar-beet production norm. Even at an evening party to which I was invited by the Young Communist League, the Soviet equivalent of a Junior Chamber of Commerce, the festivities opened with a plea by the president of the league for "redoubled enterprise in the spirit of our great leader, Comrade Stalin." Medals are liberally bestowed on energetic and stable workers, while those who are stable enough to stick to the same job for six years or more receive such tangible and helpful rewards as a 40% discount on some purchases at the *gastronom*s.

Yet the lesson has not been entirely absorbed by many Ukrainian workers. In Zaporozhe a big red-and-white billboard had been erected in the courtyard of a blitzed hospital where a repair gang was at work. Its slogan read, "Work harder today than you did yesterday; accomplish more tomorrow than you do today." When I walked into the courtyard, accompanied by the mayor and the city's construction chief, I saw seven laborers stretched out comfortably in the shade of the billboard. They were watching an eighth laborer languidly mix concrete. They observed us with casual interest, but neither the workers nor the construction chief seemed to feel that our presence called for anybody to burst into activity. Nor did the mayor seem to feel that there was anything unusual about the scene.

This general lackadaisicality reflects both war weariness and Russia's shortage of foremen, one of the most crippling weaknesses in her economy. I saw the effects of it at its worst in Dnepropetrovsk, where 13,000 laborers were rebuilding the great dam across the Dnepr River. The engineer in charge was a 6-foot, bull-chested blond named Feodor Loginov, who looks like a candidate for tackle on the University of Minnesota football team. He had worked under Hugh Cooper, the American engineer who supervised the construction of the dam in the early '30s. So had his two chief assistants, both of whom had also studied in the U.S. These three are probably the best builders of dams in the U.S.S.R. They would be considered good in any country.

When they moved in on the heels of the retreating Reichswehr they found that the Germans had touched off 400 tons of explosive under the turbines, the generators and the dam itself. All that remained was a tangle of girders and shattered concrete in the middle of the Dnepr rapids.

To clean up this mess, Loginov could call on the government for a few inexperienced technicians just out of engineering college. All other labor had to be recruited locally. Since every able-bodied man was still in the Red Army, he had to hire women, mostly farm-workers who had never handled a tool more complicated than a hoe. After the fall of Berlin some men were assigned to the project,

CONTINUED ON NEXT PAGE



FREE ENTERPRISE flourishes in this Poltava market place. Peasants display produce brought from nearby farms, sell it for whatever they can get.



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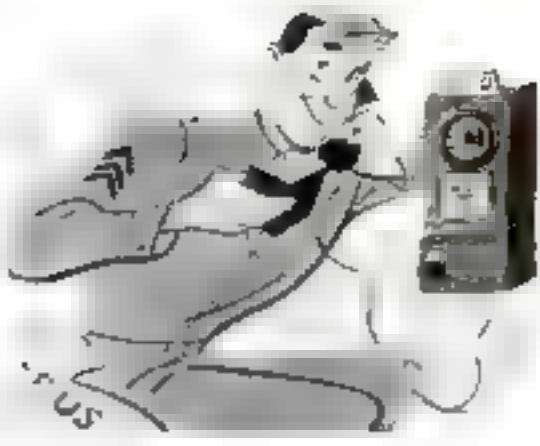
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UKRAINE CONTINUED

but when I was there, 40% of the construction gangs were women. Even the aproned guards at the equipment dumps were barefoot girls, armed with rifles and bayonets. One of them had her braids tied up with blue ribbon.

The scene at the construction site would have made an American engineer shudder. Thousands of women were scrambling over the rubble heaps and the half-finished face of the dam with no more sense of direction than fleas. A typical specimen was an aged crone with gnarled hands and a peasant shawl over her head. I watched her for almost half an hour. She would shuffle up to a pile of lumber, shoulder a 10-foot plank and start out on the scaffolding which stretched along the down-river side of the dam. She had to pick her way carefully because the flooring consisted of loose, curved metal plates salvaged from the wrecked generators. Had she stepped too close to the edge of one, it would have tilted her into the frothing rapids some 30 feet below.

Every few yards she would stop to ask whether anybody could use her plank. Some of the workmen would ignore her. Others would lay down their tools and discuss the problem at length. A group of female carpenters even tried to fit it into the concrete form they were hammering together. They failed. At one point the old woman had to dodge a stream of water that spurted at her through a crevice in the dam. Loginov explained to me later that somebody had evidently miscalculated the shrinkage of setting concrete. The crevice was not really dangerous, he assured me, and could be patched up later. In the end the old woman got discouraged and deposited her plank on the edge of the scaffold. If anybody ever needs a board of that size, presumably he can find it there.

Similar scraps of lumber, cable and tools were lying around, and much of the heavier equipment like U.S.-made jackhammers and air compressors was being used by beginners. A length of air hose blew up almost under my feet. It took 10 minutes before anybody discovered how to shut off the pressure.



POLITICAL BOSS of the Ukraine is Moscow-trained Nikita Khrushchev.

Yet they are rebuilding the dam. The first of the new turbine-and-generator aggregates is scheduled to go into operation in December. The dam, when completed in 1948, will produce 20% more electric power than the old one.

Thus, to conclude that Russians cannot get things done is an error, an error most Americans make. What they lack in technicians, straw bosses and skilled labor they make up for by sheer weight of numbers marshaled under a few top-flight managers. Of necessity such a concentration of labor can be devoted only to the few projects which the Kremlin deems important. Foremost among them is the rebuilding of heavy industry. This will absorb the bulk of the country's energy and resources for at least one Five Year Plan and probably three, and that means a continuing shortage of consumers' goods, already the cause of considerable quiet grumbling. The Communists, however, regard it as one of the great virtues of their system that government need not be diverted by the public's weak and shortsighted craving for the good things of life.

Americans are also apt to be deceived by the untidiness of Russian factories. This is partly due to the necessity of manning a project largely with peasants, many of them only a few years removed from the fields, who have not yet had a chance to learn the disciplines of industry. Besides, the Russians of today do not give a plugged kopek about things they consider nonessential. They cannot afford to waste time or scarce materials on what strikes them as mere spit-and-polish. A Russian general told me he could never understand why Americans bothered to machine the outside of cannon barrels. It matters not to the Red Army how rough the surface of its gun barrels. But the inner surface and riflings are tooled as accurately as any equipment the U.S. used during the war.

Safety devices are often regarded as frills. Most of the flying I did inside Russia was in Soviet-built aircraft patterned after the Douglas DC-3, but without, as one pilot put it, "a lot of fancy work." By fancy work he meant wing flaps, de-icers, safety belts and "No Smoking" signs. Passengers habitually lit up as they

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"What did Mommy's little girl do at the party?"

• Never mind saying, honey! Mommy fears the worst . . . and she's probably right!

Healthy little tummies' puppy-like reactions to over-excitement and party fare may embarrass Mommy now and then

But under normal circumstances they fail to worry her. The mild, pure remedies for childish upsets in her medicine cabinet will usually care for such minor crises and have Sister sunny-side-up again in no time.

It's so satisfactory to have a medicine cabinet you can count on — in childhood's unhappiest hour or

other little household emergency. Especially if it's stocked with packages bearing the familiar Rexall label. For that means each product has been scientifically tested for highest purity and accuracy . . . for the same fine quality your doctor and your Rexall Druggist require in prescription materials.

More than 10,000 independent Rexall Druggists distribute hundreds of these important drugs and kindred supplies. One Rexall store is sure to be near you.

For a lot of fun, hear Jimmy Durante and Gerry Moore on the Rexall Drug Radio Show, Fridays, 9:30-10:00 P.M., EST, Columbia Network.

REXALL FOR RELIABILITY
PHARMACEUTICALS • HOUSEHOLD REMEDIES • TOILETRIES

REXALL MEDICINE CABINET
SPECIALTY-OF-THE-MONTH

BISMA-REX

A famous family antacid, liked for its clean, minty flavor, swift relief from discomforts of acid indigestion. Note: Follow directions on label or take as physician directs. In cases of prolonged, acute or unusual symptoms, be sure to consult your doctor.



Rexall



**For the Best in
Rainwear... Insist on
ALLIGATOR**

America's first name for Rainwear value! Exclusive Alligator fabrics and processing are literally "wedded" together to keep out rain—to keep style smart as new! Compare value, and you'll buy Alligator! Better dealers feature both water repellent and waterproof types. The Alligator Company, St. Louis, New York, Los Angeles.

ALLIGATOR
Rainwear
because... IT'S SURE TO RAIN!

UKRAINE CONTINUED

climbed aboard and kept right on smoking throughout the flight. During stopovers they stretched out in the shadow of the wing and puffed reflectively on their cigarets while just overhead the gas tank was being filled. The plane interiors usually were free of both upholstery and paint, and they were seldom clean. The lavatories, in particular, seemed to be ignored by the ground crews. Neither passengers nor baggage were ever weighed on any flight I made, apparently on the theory that the Russian plane is sturdy enough to lift anything you can put into it. Cargo, piled high between the bucket seats running along either side of the plane, was never lashed down. On rough trips a nervous passenger like myself had to hold the nearest crate steady lest it jump into his lap. Trips were almost always rough because Soviet pilots prefer flying low—say 500 to 1,500 feet.

Nevertheless I never saw an accident nor heard an engine miss a beat. Mechanically all aircraft seemed to be up to standard and the pilots knew their business. Some of them liked to handle a transport as if it were a fighter plane, yanking it into tight, climbing banks at an altitude of 50 feet, but they also could put it down on a rolling cow pasture or snow-covered field as gently as a settling leaf.

During a long wait between planes at the Minsk airport, a young airline officer explained to me the Soviet theory of doing without de-icers and similar gadgets. "Sure, we have a few more crack-ups," he said. "Maybe 10% more than if we had all those safety devices. But by leaving them off, we can build 15% or 20% more planes a year. So we are still 5% or 10% ahead."

It was characteristic that human life did not enter into this calculation. This was not callousness. It was simply a habit, ingrained for centuries, of thinking of life in Asiatic rather than Western terms.

Free enterprise has reared its ugly head in the Ukraine. Since the end of the war, speculators have become almost as prosperous as the well-paid bureaucrats, scientists and Stakhanovite workmen. They are frequently scolded in the Soviet press but are tolerated for the time being because they perform a necessary economic function.

The speculator tours the countryside buying up the surplus eggs, sour cream, sausage, pickled cucumbers, sunflower seed and chickens from the private tracts which the peasant is allowed to till on his own, apart from the collective farm. The speculator brings this produce to one of the open-air markets, which have

CONTINUED ON PAGE 133



SOVIET SINATRA is Sergei Lemeshev, a tenor whose government made him an Honored Artist of the Republic. Teen-agers flock to hear him sing.

**THE NEATEST TRICK
IN SWEATERS...**

"Imps," the only new and original sweater blouse, hand-screened designs. All wool and only about \$7. Short sleeves about \$6.



at fine stores everywhere, including:

Marshall Field & Co. Chicago
B. Altman & Co. New York
Bullock's Los Angeles

REGINA KNIT SPORTSWEAR CO. • CHICAGO

**CUT DOWN
NICOTINE**

Frank
MEDICO
FILTERED
SMOKING

EJECTS THE STUB

- Replaceable filter in new Frank Medico Cigarette Holders, filters the smoke.
- Cuts down nicotine.
- Cuts down irritating tars.
- In zephyrweight aluminum.
- Special styles for men and women.
- \$2 with 10 filters, handy pouch and gift box.

S. M. FRANK & CO., INC., NEW YORK 22



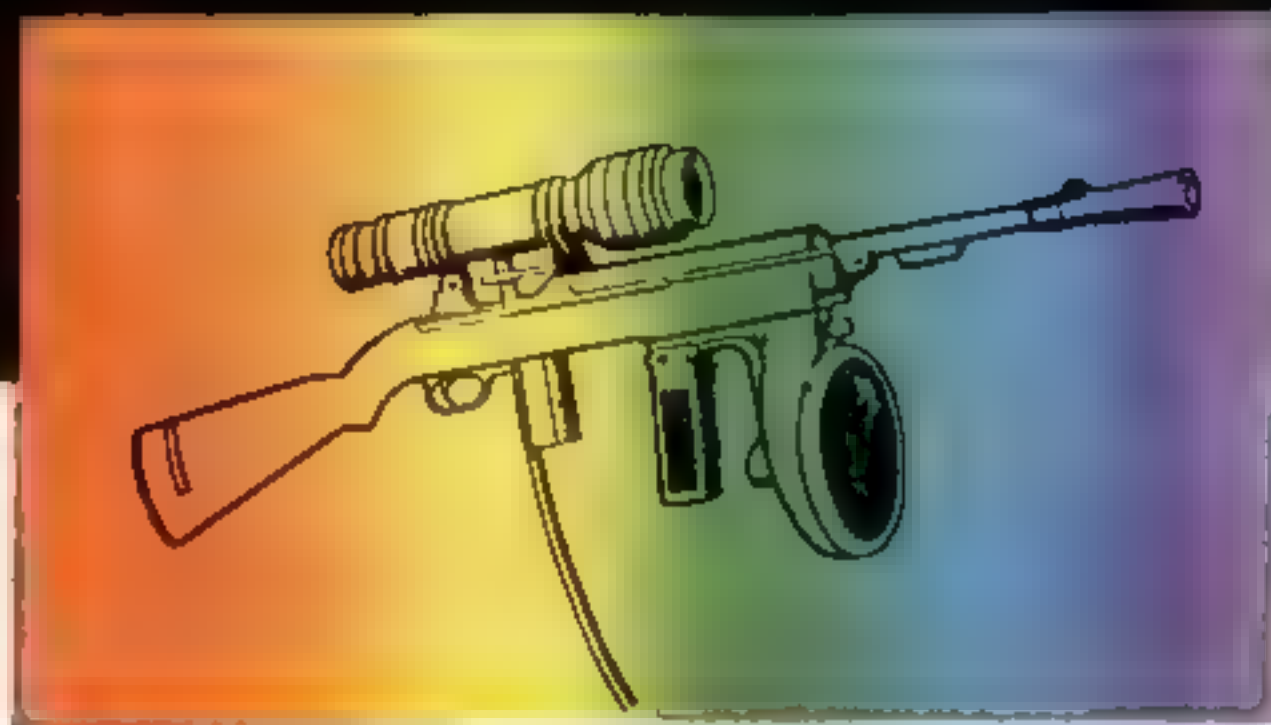
"To brew a better Beer, keep pace with nature. Her secret is patience."

Ideals of the Founder VALENTIN BLATZ, 1826-1894
Master Brewer, son and grandson of Master Brewers

Blatz

BREWER OF BETTER BEER...





U. S. Army carbine equipped with Sniperscope

Sh! He doesn't know we see him!

Even Kings of the Jungles can't see much more than 20 feet on a pitch-dark night. And yet you can see them from far greater distances, using a beam of light so strange as to tax the imagination . . . so valuable that time alone will calculate its services to humanity.

The weird part of this beam is that it really is a shaft of light. But because it is composed of infra-red rays, it isn't visible to the naked eye.

However, the U. S. Army Engineer Board, working hand in hand with civilian science and industry, has perfected binocular-like "viewers" which translate infra-red rays into distinct light rays.

The practical value of this accomplishment in wartime was shown by the way it helped account for the magnificent record of our soldiers in night

as well as day fighting. And the surface of its peacetime application hasn't even been scratched.

Miraculous as "night sight" may seem, it is but one of countless fascinating triumphs of your Army Engineers. Flood control . . . river and harbor dredging . . . the development of bridges that support forty tons and can be built in a matter of minutes . . . altimeters that record a rise or descent of as little as five feet . . . enlarging machines that automatically correct the oblique angles of aerial photographs and maps . . . rocket-driven "snakes" that clear a safe path through mine fields . . . are but a handful of the super-achievements of the Corps of Engineers.

Working ceaselessly through years of peace as well as war, your Regular Army is one of the

world's greatest research organizations. And within its ranks are splendid opportunities for young men who want to equip themselves with the training and knowledge to get ahead in the world of the future, either in the Army or civilian life.

Enlistments are now open for men from 18 to 34 inclusive (17 with parents' consent). New high pay scales, the opportunity for advancement, education, travel — and a retirement plan second to none — make this one of the most attractive careers offered today.

Full details may be obtained without obligation at your nearest U. S. Army Recruiting Station.

Listen to "Warriors of Peace" "Voice of the Army" "Proudly We Hail" and Major Football Broadcasts on your radio.

U. S. ARMY RECRUITING SERVICE

YOUR REGULAR ARMY SERVES THE NATION AND MANKIND IN WAR AND PEACE—CHOOSE THIS FINE PROFESSION NOW

grown to considerable importance in every Russian city during the last two years as a result of the shortage of consumers' goods in the regular stores. On Sundays, when trade is at its peak, I have seen as many as 5,000 people milling about in the big square off Shevchenko Boulevard which served as one of Kiev's largest markets. I watched absolute free competition in operation for the first time in my life.

Most of the people had brought bits of clothing or old books or a piece of furniture, which they hoped to swap for food, especially meats and fats, the shortest staples in the Ukraine this year. The food was supplied by the speculators or by peasants who had found time to bring their own produce into town. Since prices are not fixed, a shrewd bargainer could sometimes pyramid a few rubles into a little fortune in the course of an afternoon's trading. Yet the bargaining was unaggressive. People just stood around or sat on the curb, their wares in hand, making no effort to hawk them. One old man arrived early on a Sunday morning with the following articles, which he spread on the cobblestone paving: one broken electric-light socket, three empty tin cans which had once contained U.S. Army Lend-Lease C-rations, a bundle of kindling, a coil of copper wire with most of the insulation worn off, and four table knives. He was still there when I passed again late in the afternoon and except for the table knives his whole collection was still intact. What articles were actually sold depended on the customer's bargaining skill, patience and the competition of other customers.

Here are some final prices which I noted last May in Kiev: a medium-quality Swiss watch—1,000 rubles; a pair of leather boots—700; American cigaret lighters—95; one American cigaret—1; a pound of catfish—75; one piece of U.S. Army K-ration candy—2; a typewriter—15,000; rayon panties—160; a pullet—50; a pound of sausage—175; an empty tin can—3.

Free market prices for such items as bicycles, bedclothes, dishes, clocks and mirrors fell by about 50%, I was told, when "reparations" began to flow back from Germany and the other occupied countries. A few German-made short-wave radios were showing up in the markets when I left the Ukraine (price: 3,000 to 4,000 rubles). But for the family of average income, the only radio available is Soviet-built and has peculiar, political efficiency. It consists simply of a loudspeaker wired to a central receiving set which serves the whole neighborhood. The central receiver is permanently tuned to a Russian broadcasting station.

Neckties will be worn

SPECULATION is not the only field of private enterprise in the Ukraine. Every Soviet citizen is free to go into business for himself so long as he does not exploit the labor of his fellow citizens. In practice this limits him to one-man enterprises like tailoring and small repair shops. Ukrainian cities are full of cobblers and tinkers, plying their trade in tiny, wooden street-corner booths. They may get some help from their wives and children but hire no outside labor. Many women also manage to pick up a little pin money by spare-time sewing. The assistant manager of the hotel where I stayed in Kiev, for example—a pretty 24-year-old widow who had earned two medals as a machine gunner at Stalingrad—did a lively dressmaking business on the side. She was overjoyed by the gift of an old copy of LIFE, which immediately established her as a minor authority on women's fashions in the outside world.

Fashion has become respectable in the Ukraine. The sartorial tradition of the early revolutionary days, when no good proletarian would have dreamed of appearing in public with a necktie or pressed trousers, is no longer observed. Within the tight limits imposed by the shortage of consumers' goods, both men and women—at least those of the ruling class—now try to look as spruce as possible. The proper garb for a rising bureaucrat is considered to be a stiffly cut suit of black or gray. In Poltava I knew one bright young administrator who was proud as Punch of his tight, double-breasted overcoat with velvet collar. A lingering trace of the old tradition, because it was worn by Lenin, is the worker's cloth cap. But the equally popular snap-brim felt hat is a new fashion for the Ukraine. It is often worn without dents in the crown. Women's clothes tend to be as somber in cut and color as men's and show signs of extensive mending, but they are almost invariably tidy.

The only Ukrainian traffic cops I saw were women. They set a high standard of fashion with their snappy black-and-white-striped batons, which they wave with elaborate grace. In Kiev nine out of ten of the policewomen are blondes and nearly all are pretty.

Barbers, who still go by the czarist designation of "peruke makers," are heavily patronized. A haircut is not considered complete

WEAREVER

De Luxe

WHY IS IT
AMERICA'S
LEADING
DOLLAR
PEN?

BECAUSE—
IT'S MADE BY
AMERICA'S
LARGEST
FOUNTAIN PEN
MANUFACTURER



\$1

OTHER WEAREVER MODELS
WEAREVER ZENITH
PEN \$1.95 • SET \$2.75
WEAREVER PACEMAKER
PEN \$2.75 • SET \$3.75

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AND STATIONERY STORES
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Reg. U. S. Pat. Off. ©1946, D. K. INC.

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in courts, schools, homes,
newspapers and Government offices

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You may have had to wait for a copy of WEBSTER'S NEW INTERNATIONAL DICTIONARY, Second Edition. Now, however, more and more copies are reaching your dealer. So come today—he may have one for you, or we'll get it very soon. The MERRIAM-Webster contains 3,150 pages, illustrations for 12,000 terms, and a total of 600,000 entries—122,000 more than any other dictionary. It is the only unabridged dictionary completely revised and rewritten in three decades. G. & C. Merriam Company, Springfield 2, Mass.

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NEW INTERNATIONAL
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Welch's



QUALITY 5¢ CANDIES

To Retailers:

It's an even money bet that there are more LIFE readers in your community than there are home telephones. Remind these customers that your store sells the famous products on these pages by identifying them as • • •

ADVERTISED IN
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CRO-PAX

for CORNS
CALLOUSES
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AT ALL
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FOREST CITY PRODUCTS, INC. • CLEVELAND 33, OHIO

**WATCH CRYSTALS
YOU CAN'T BREAK**

ANY SIZE—ANY SHAPE
ASK ANY JEWELER FOR A G-S
FLEXO CRYSTAL 100% BREAKPROOF.
CAN BE FITTER WHILE YOU WAIT.
GUARANTEED.

GERMANOW-SIMON CO.
ROCHESTER 2, N. Y.

"I did not marry him for his money, he's got a Barbasol Face!" (Gals go for that smoother, finer, fresher, firmer feeling of a face that's Barbasol-shaved!)



Easiest, Sweetest shave you ever had. Comfortable, soothing and really smooth results. Try Barbasol and treat your face to those superfine ingredients that have made this famous brand America's #1 shave. Large size, 25¢. Giant size, 50¢. Family sizes, 75¢ and \$1.



UKRAINE CONTINUED

until the client has been sprayed with cologne from the waist up. Modish women—university students, translators, journalists, doctors—visit beauty parlors regularly and most of them make generous use of cosmetics, which are available again in the open market. They get no cold cream, however, because of the fat shortage, and the ration of toilet soap, one 100-gram cake a month, is mostly theoretical. Starchy diets and the scarcity of hot water are hard on the complexions of Russian ladies.

The local name for beauty shops implies the most flattering comment on the U.S. that I encountered in the Ukraine. It connotes, the proprietor of one of them told me, neatness and chic. They are called *amerikankas*, or "American women."

So far as I know, Stalin is the only man in Russia who smokes a pipe. The common man's smoke is *mahorka*, a crude tobaccolike substance rolled in a strip of newspaper, costing at the time of my visit 10 rubles for 100 grams. Rich men smoke long cigarettes, of which about an inch is mild, Turkish-flavored tobacco, the rest a cardboard mouthpiece. They cost from 20 to 100 rubles for a box of 20. Cigars are unknown except in cartoons where, with the silk hat and the paunch, they are the stigmas of the Evil Capitalist.

I could never find bicarbonate of soda or any other indigestion remedy in a Soviet drugstore. No demand, the clerks told me. Apparently Russians do not get stomach aches. They get lots of colds, though. The specific for colds is aspirin mixed with caffeine, a medicine considered so drastic that patients who take it are supposed to go to bed. Cupping, just the way it was done in the Middle Ages, also is a common remedy for chest colds. The doctor applies vacuum cups to the back and chest, raising welts, presumably to stimulate the circulation like a mustard plaster.

The materials ordinarily used for dentistry are silver and stainless steel. Soviet dentists, however, will fill teeth and make dentures in porcelain for the rare patient who can furnish it. One man I knew, who went to Sweden on business, told me that several of his friends postponed their dental work until he returned. He brought back enough porcelain to take care of them all.

No children in the world get more loving care than the Ukrainians. Nearly all are fat, sassy and good-humored. Rarely did I hear one cry. It is not unusual for a mother to nurse her child into his second year. If she works, as she almost always does, she gets time off to visit the local nursery during feeding hours. After taking care of her own baby, a mother will often pick up a little spare change by hiring out as a wet nurse.

Ukrainian diapers are about three times as large as American ones. They swaddle the baby from the neck down and are tied so tight that he cannot move his arms. Several obstetricians solemnly told me this was done because a very young baby is likely to frighten himself by waving his arms in front of his face, perhaps permanently shocking his nervous system.

Pictorially, at least, Marx seems to be going out of fashion. Pictures of Stalin by the thousands adorn virtually every office, home and schoolroom. Lenin and Molotov are only slightly less popular. But I saw only five pictures of Marx all the time I was in Russia. Engels, once regarded as a major prophet of Communism, has disappeared from the iconography altogether. At 6 o'clock every morning the public-address system of Kiev rouses the population with a reveille consisting of the first nine notes of the *Internationale*. As good citizens clumb sleepily out of bed, they sing, in tune to it, "Arise, ye prisoners of starvation."



EVERYBODY WORKS in the Soviet Union. Here women, some grandmothers, hoe a field of corn on one of Russia's many enormous collective farms.

Early gets 3

Smart gets



WHATEVER you drive—a slick '46, or something older—you'll want to guard against freeze-ups this winter as never before. With "Prestone" anti-freeze, you're safe—and you know it. One shot lasts all winter... it doesn't boil away or foam off. And it prevents rust and corrosion too.

It's better to get this positive protection early. For, despite all production effort, there

won't be quite enough "Prestone" anti-freeze this winter for everyone. At the first sign of frost, see your dealer—and drive without worry all winter long.

NATIONAL CARBON COMPANY, INC.
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Unit of Union Carbide and Carbon Corporation

UCC

The words "Eveready" and "Prestone" are registered trade marks of National Carbon Company, Inc.

Here's why there's still a shortage of America's favorite anti-freeze:



1 "Prestone" anti-freeze, like most other products, depends on the utilization of raw materials and equipment drawn from many fields. Recent industrial dislocations have affected our ability to acquire and construct the new facilities necessary to meet all needs. This plant-expansion program, not authorized during the war, has of course been planned for years. It is well advanced, but the real benefit will not be felt in 1946.



2 "Prestone" anti-freeze must be produced and packaged many months in advance of cold weather. Last spring and summer the world-wide food shortage diverted packaging materials to the need of starving millions. So your dealer may be selling "Prestone" anti-freeze from 5-gallon cans in addition to the familiar 1-gallon cans. This shortage of packaging materials also adversely affected our ability to meet 1946 requirements.

PRESTONE ANTI-FREEZE

TRADE MARK

"YOU'RE SAFE AND YOU KNOW IT!"—ONE SHOT LASTS ALL WINTER

SHAVES FASTEST AND EASIEST IN CAPITAL "SHAVATHON" TOO!

EVERSHARP SCHICK INJECTOR RAZOR...

proved the world's fastest, easiest, smoothest shaver—

EASY WINNER IN WASHINGTON, D. C.—The boys get under way, in Shavathon at nation's Capital, won by LEE K. EICHELBERGER with Eversharp Schick Injector Razor—in 1 min., 3.8 seconds. Beat fastest competing razor by 47.3 seconds!

50% Faster - 100% Easier - 200% Smoother!

- Automatic repeater changes blades instantly . . . Just pull . . . push . . .
- No unwrapping . . . Nothing to assemble . . . Fingers never touch blades.
- Blade automatically locks in correct shaving position.
- Patented guard bar holds each hair erect . . . cuts with maximum closeness.
- Makes *gliss*, no-nick shaving under nose and lips easy.
- Double-thick blades stay keener-edged, cleaner-shaving, much longer.
- Cleans instantly — just rinse under faucet, shake, put away.
- Extra Eversharp Schick 20-Blade Injector—75¢.

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SCHICK INJECTOR
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RAZOR \$1.00
20 BLADES .75
TOTAL \$1.75
SPECIAL
ALL FOR \$1.25

**World's Only Razor
With Automatic
Blade Changer**

Keen new Eversharp Schick Blade instantly, automatically locks in correct shaving position.

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THE NAVY'S CHRONOMETERS ARE CHECKED BY OBSERVATORY EMPLOYEES. TO QUALIFY FOR SHIPBOARD USE, THEY MAY NOT VARY MORE THAN 1.55 SECONDS PER DAY

THE CORRECT TIME

Naval Observatory sets the nation's clocks by watching the stars

The correct time is so easy to get that everyone takes it for granted. Telephone and telegraph offices have it, Navy and commercial radio stations broadcast it. But the distributors of this vital information have to check their clocks with the Naval Observatory in Washington, D. C., which has to check its clocks with the stars.

To determine time, which is an expression of the earth's rotation, astronomers must be able to observe that rotation. They do this in an indirect way by watching the stars which, being relatively stationary, seem to move across the sky as the earth turns. The exact time when a given star will

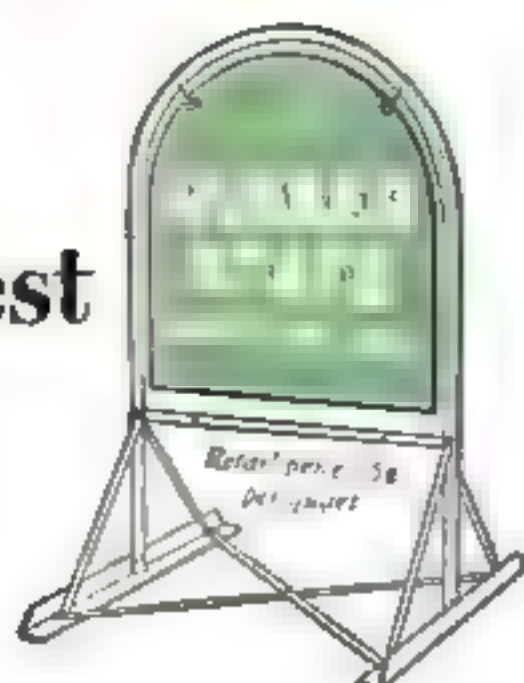
be over a given spot on earth can be determined in advance from tables and almanacs. Using a specially designed vertical telescope called a photographic zenith tube (see next page), astronomers can tell the instant when a star is directly overhead and so determine the correct time. Twice a day the super-clocks that stand in the observatory's cork-lined vault are checked against the evidence of the stars and against each other. Their average reading, always correct to within .002 seconds, is sent out over the air by a radio transmitter connected to a crystal-controlled chronometer which is the hub of the nation's time (see p. 140).



OBSERVATORY'S EXACT POSITION in latitude, longitude and altitude is shown on disk set in floor. All observations have to be related to this zero mark.



Wild geese flying?
Make a date
To change to Cold-Test
Quaker State



QUAKER STATE OIL REFINING CORPORATION, OIL CITY, PENNA.
Member Pennsylvania Grade Crude Oil Association

Correct Time CONTINUED



PHOTOGRAPHIC ZENITH TUBE, one of the most important devices used in finding correct time, is operated at night to record position of certain stars. Astronomer is standing on a platform near top of the zenith tube.



MECHANICS OF ZENITH TUBE is simple. Light from star above it shines down tube, is reflected from pool of mercury onto a photographic plate. Later the plate is examined to determine instant when the star was overhead.

CONTINUED ON PAGE 148



"That's what I've been waiting for"

...and aren't you glad you waited! For when that big, handsome new Maytag comes through your door, wash-day drudgery flies out the window. Biggest washings, heaviest fabrics, grimy work-clothes, filmy lingerie, baby things... all are handled in a jiffy... in the Maytag's big, square cast-aluminum tub. And Maytag's exclusive gyrafoam action is so rough on dirt, so gentle on clothes! See this great new Maytag with its many new-day features at your dealer's now. The Maytag Company, Newton, Iowa. Washers... Ironers

Home Freezers  Dutch Oven Gas Ranges 

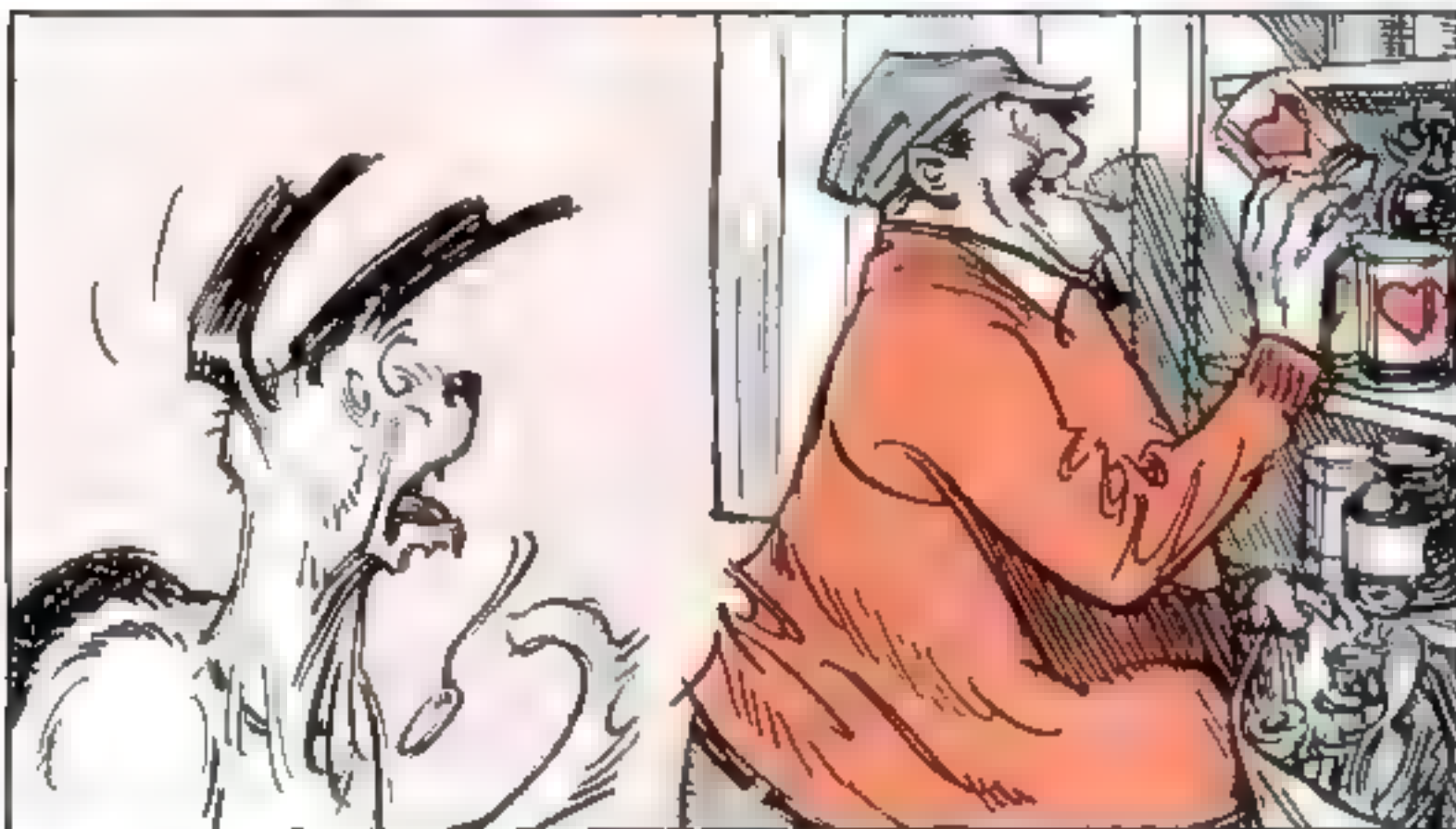
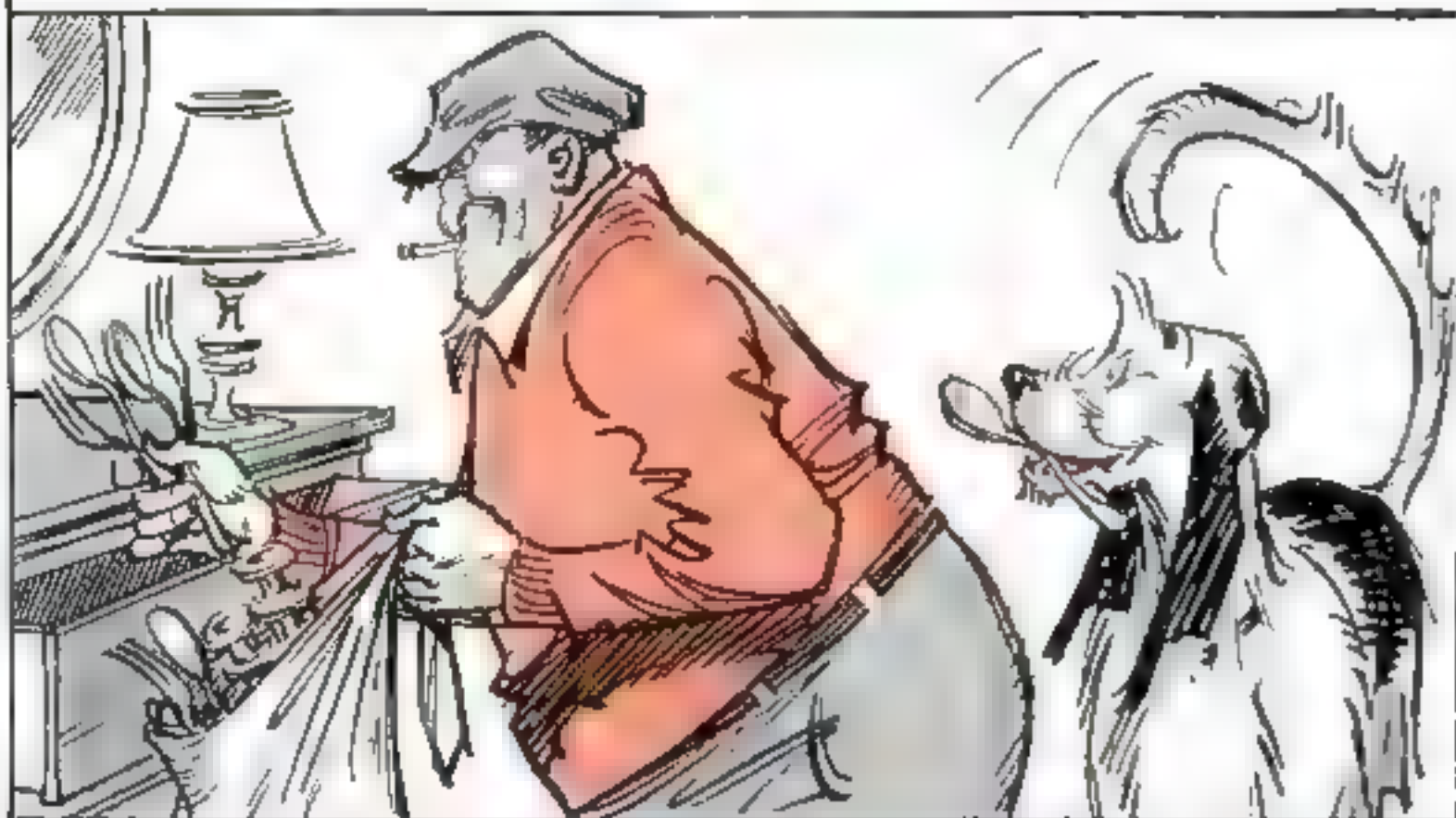
MILLIONS OF WOMEN HAVE THEIR

HEARTS

SET ON A NEW

Maytag

NAPOLEON AND UNCLE ELBY

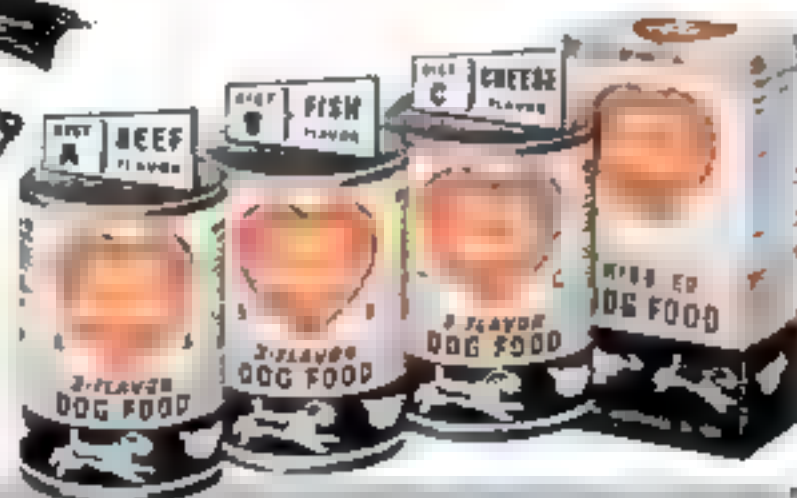


Set your life Red Heart's worth guarding!

For only Red Heart offers your dog 3 swell flavors—Beef, Fish, Cheese. Each is rich in the proteins, vitamins, minerals, carbohydrates and fats he needs for pep and bounce. To keep his appetite lively, feed in rotation.

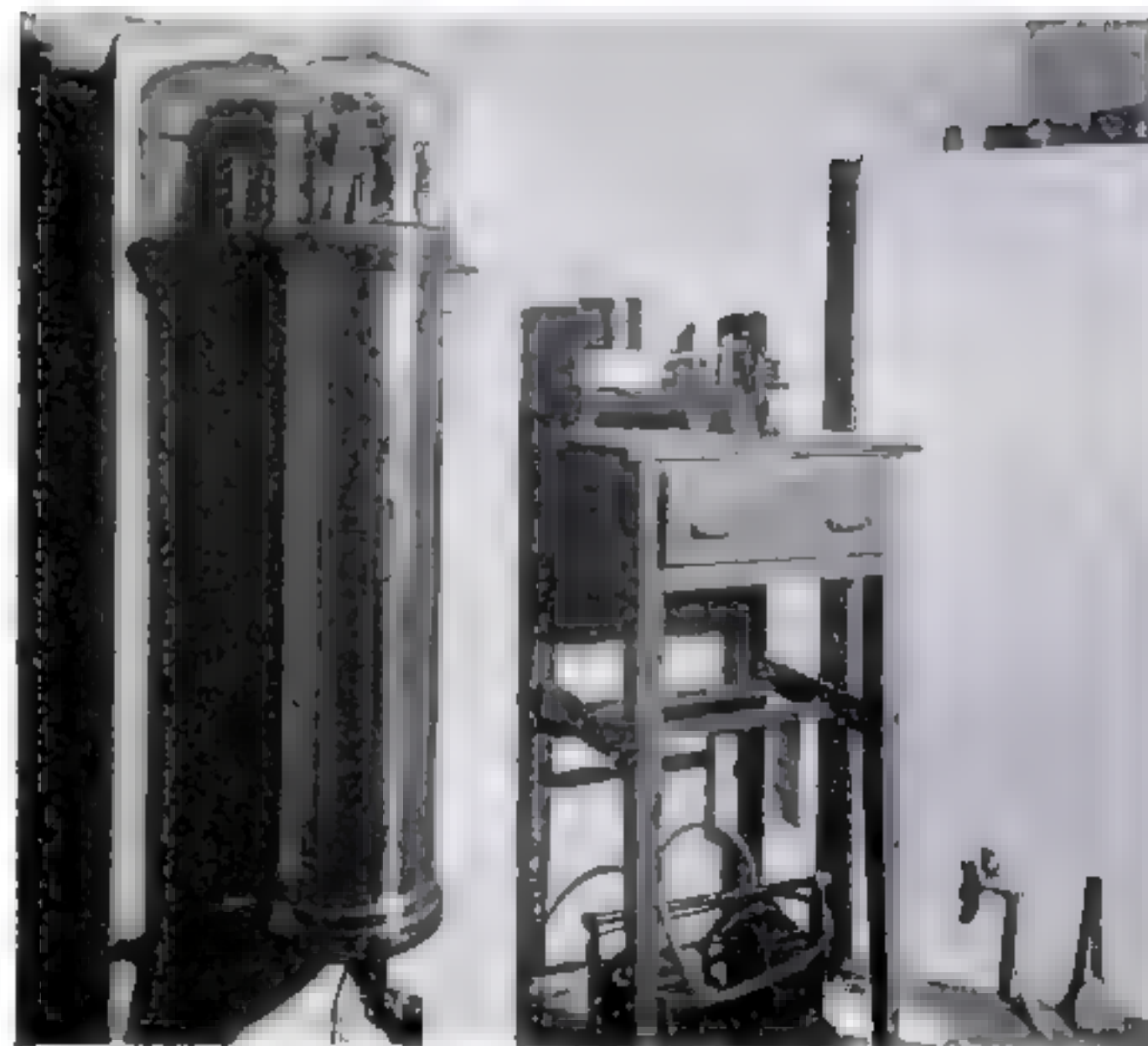
Although we're doing our best to satisfy the demand, your grocer's supply may run out. When that happens, ask again for Red Heart.

John Morrell & Co., Meat Packers, General Offices, Ottumwa, Iowa.



3-FLAVOR DOG FOOD

Correct Time CONTINUED



IN AIR-CONDITIONED VAULT is this odd-looking pendulum clock, one of several which regulate U.S. time. Pendulum is in base, dial in room above.



FLAT QUARTZ CRYSTAL in vacuum tube vibrates exactly 100,000 times per second, controls the current which runs signal-sending clock (see below)



TIME-SENDING CLOCK automatically transmits signals every two hours to powerful radio stations, which relay them to distant parts of the world.

CONTINUED ON PAGE 142



JOHN BARTRAM IN HIS BOTANICAL GARDENS, WITH DE CREVECOEUR, FRENCH MAN-OF-LETTERS—PHILADELPHIA 1769*

A HERITAGE TO REMEMBER

"Read this kind epistle which the good Queen of Sweden, Ulrica, sent me a few years ago. Good woman! that she should think in her palace at Stockholm of John Bartram on the banks of the Schuylkill..."

—IN "LETTERS FROM AN AMERICAN FARMER" (1782)

Colonial Philadelphia's expanding wealth and luxury

encouraged the rise of distinguished personalities . . . of gracious living. Hence flourished its famed heritage of hospitality, a tradition eminently sustained by Philadelphia Blend, "The Heritage Whisky." By any standard this is a whisky for special occasions. Yet you can afford to enjoy Philadelphia, regularly and often.



88 & PROOF • 65% GRAIN NEUTRAL SPIRITS
CONTINENTAL DISTILLING CORPORATION, PHILA

*From a Series of Historic Prints Designed for
"Philadelphia"—The Heritage Whisky—Famous Since 1894



THE H. D. LEE COMPANY

Kansas City, Mo. • South Bend, Ind. • Trenton, N. J.
Minneapolis, Minn. • San Francisco, Calif. • Salina, Kansas

It's Lee 6 to 1

In a nationwide survey* among thousands of men doing all types of work, the question was asked . . . "What brand of overalls do *you* prefer?" Lee Jelt Denim Overalls led the next brand by a margin of 6 to 1.

Why is Lee the choice of common-sense, money-wise workingmen? Because they *know* bedrock work clothes value! They know Lee's exclu-

sive fabrics wear longer and wash better. They know Lee "Tailored Sizes" mean perfect fit, lasting comfort and better appearance.

Buy Lee Work Clothes . . . at leading stores coast-to-coast.

* * *

THERE'S A LEE FOR EVERY JOB!
JELT DENIM OVERALLS • UNION-ALLS • MATCHED
SHIRTS AND PANTS • DUNGAREES • COWBOY PANTS

*Survey made by a prominent publishing company.

WORLD'S LARGEST MANUFACTURERS OF UNION-MADE WORK CLOTHES



FIRST TIME SIGNAL WAS BALL ON POLE, DROPPED AT EXACTLY 1 P.M.

GREENWICH OBSERVATORY IS ABANDONED

The most famous time in the world is Greenwich time, which is used as a standard everywhere. It was determined at the Royal Observatory, which stands in Greenwich, England, on the prime meridian, the zero longitude. The local times of other places vary from Greenwich time in proportion to the distance of those places east or west of the prime meridian. This year, after nearly three centuries of service, the ancient observatory buildings are being abandoned. A new and more efficient Royal Observatory will be set up at Hurstmonceux Castle in Sussex.



PICTURESQUE SETTING of the observatory is marred by powerhouse stacks in background, whose smoke spoils visibility and corrodes instruments

*If I could choose
but one wine*

Many a man has said that if he could have only one wine for the rest of his life... it would have to be Sauterne. Romantic without being exotic, refreshing without being trivial, Sauterne improves any meal.

Naturally, Sauternes vary widely. If you merely say, "A bottle of Sauterne, please," you may be lucky and get Cresta Blanca California Sauterne. But if you ask for Cresta Blanca you will always and invariably get the best.

Learn to know the difference between the good and the high.

THE CRESTA BLANCA WINE CELLAR

RED WINE				ALL PURPOSE			

From the finest of the vines...

CRESTA BLANCA

California Wines

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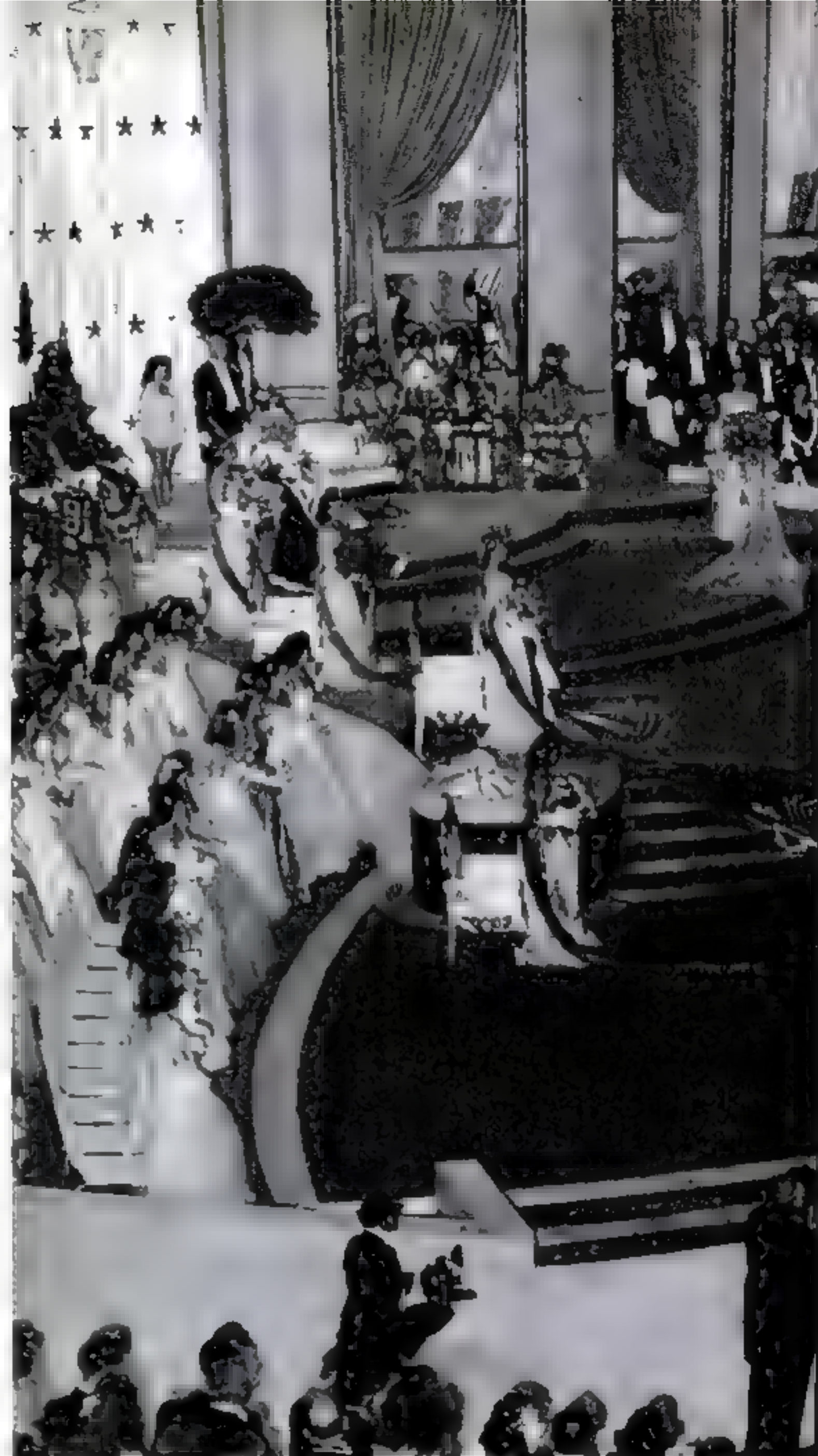
PROPHET FIXES WIG TO CONCEAL IDENTITY

Life Goes to the Veiled Prophet's Ball

St. Louis society turns out for its biggest event

St. Louisans are almost as proud of their Veiled Prophet's Ball as they are of their baseball team. The Veiled Prophet's Ball is probably the most socially opulent function in the Midwest and, since 1878, except for war years, it has annually attracted the creamiest layers of St. Louis society. It is presided over by an unidentified monarch known only as the Veiled Prophet, or Potentate of Khorassan, the leader of an anonymous order of 1,000 prominent St. Louis businessmen who sponsor the ball.

Before the ball this year, a monster history-of-transportation float parade (see p. 146) jolted through the streets of St. Louis. Three hundred thousand people witnessed the parade but only 12,000, almost all dressed in expensive gowns and formal dress, saw the climax of the affair in Kiel Auditorium (see right) where homage was paid to the Prophet, and the year's Queen of Love and Beauty was crowned. The Queen was chosen from among the debutantes of St. Louis and her name was not revealed until the announcement by the Prophet. This year she is Anne Kennett Farrar Desloge, 20-year-old Vassar student, a descendant of one of the oldest French families in St. Louis. She was crowned with a diadem containing 57 diamonds, 11 Oriental pearls and 5 matched sapphires surrounding a pear-shaped sapphire set in platinum filigree. After the ball a select group of 1,000 guests was honored by the new Queen's invitation to a supper where she started her one-year reign as the "fairest maid of the city." Only hitch in the proceedings came when a jurisdictional dispute cropped up between electricians and an experimental television crew and the public-address system went dead during the announcements.



CORONATION CEREMONY of Veiled Prophet's Ball held in St. Louis' mammoth Kiel Auditorium shows the Queen-designate (center) mounting the royal dais toward



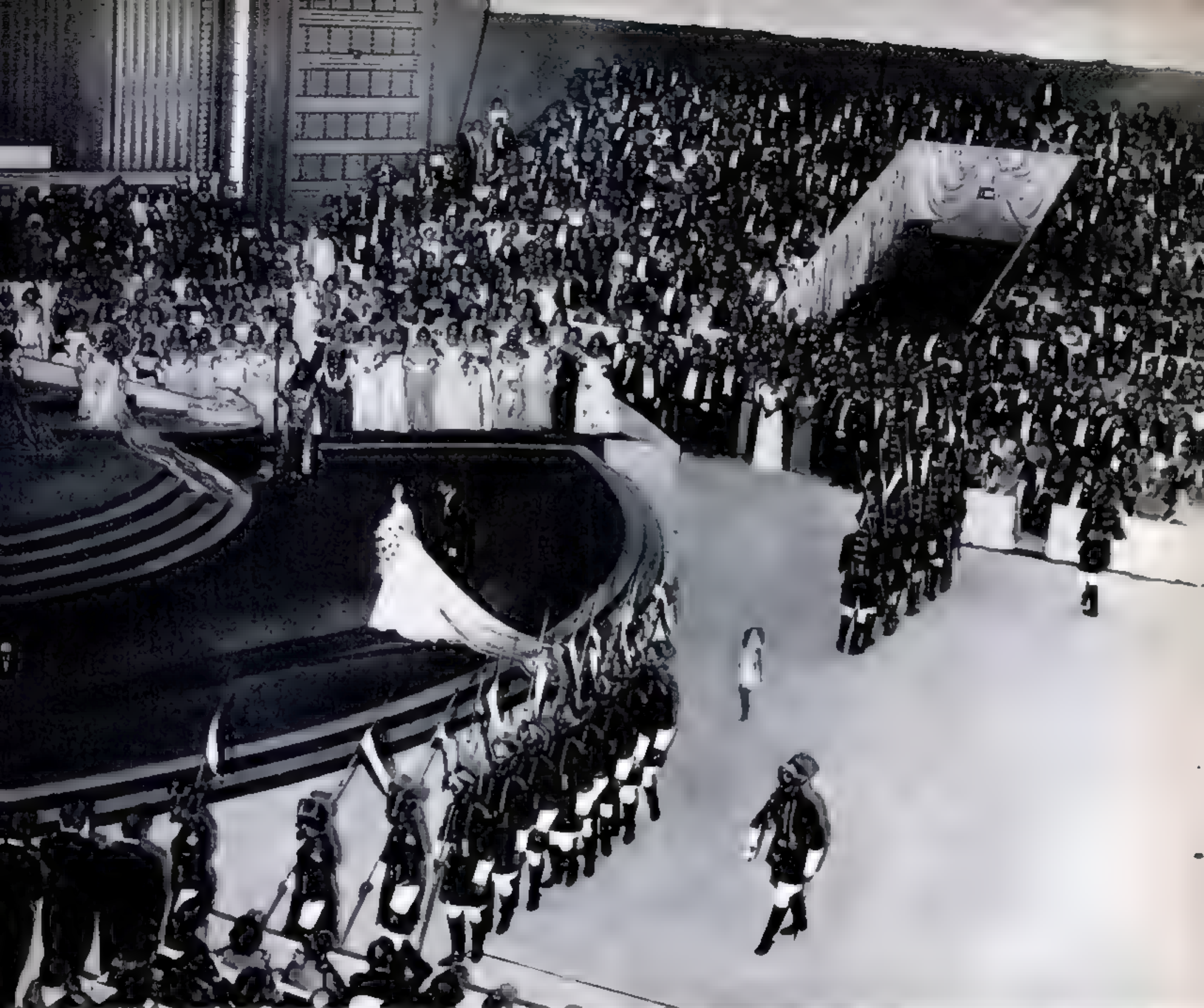
FLORENCE CURRAN, one of the maids of honor, wore a candy-box bustle. She makes her debut this fall.



ARA POSTLETHWAITE, a graduate of New York's Finch Junior College, led procession of maids of honor.



ANDREA MAY KNIGHT checks her lipsticking before taking her place in Queen's royal court. She is 21.



the Prophet's throne (upper left). Special maids of honor holding bouquets stand on the middle tiers of the dais to receive the Queen. Along the sides of the platform, rows of

maids and matrons of honor fill out the court. In foreground are the honor guards of the Veiled Prophet. In background are part of the 12,000 guests who viewed the ritual



BELLES OF THE BALL view the pageant from sidelines as the Queen is crowned. Selected by the Prophet's

committee from among season's debutantes, they served as maids of honor to lend fashionable luster to ceremonies.

Their gowns were made especially for the occasion, included fabrics which ranged from \$85 to \$1,000 a yard.



ON TIME

and high, wide
and handsome

There's solid comfort —
solid style in this rugged
beauty of a watch band
by Jacques Kreisler,
featuring dome-shaped links
for that new, chunkier,
masculine look. Of course
it flexes with your wrist,
for it's a

DOMEFLEX
expansion watch band

NEW LOW PRICE—\$9.95 includes Fed. Tax

THINFLEX expansion band, now \$8.95 incl. Fed. Tax

All handsomely gold-finished in ENDURING KREISLER QUALITY,
with stainless back. At fine stores everywhere.

Jacques Kreisler

WORLD'S LARGEST MAKERS OF JEWELRY WATCH BANDS FOR MEN AND WOMEN

Veiled Prophet's Ball CONTINUED



PAPIER-MACHE ELEPHANT adorns parade float. In the canopied howdah is a member of the Veiled Prophet order disguised as an Indian princess.



FAMILY AUTOMOBILE depicts early 20th Century transportation. The parade consisted of 20 floats led by a chariot in which Veiled Prophet rode.

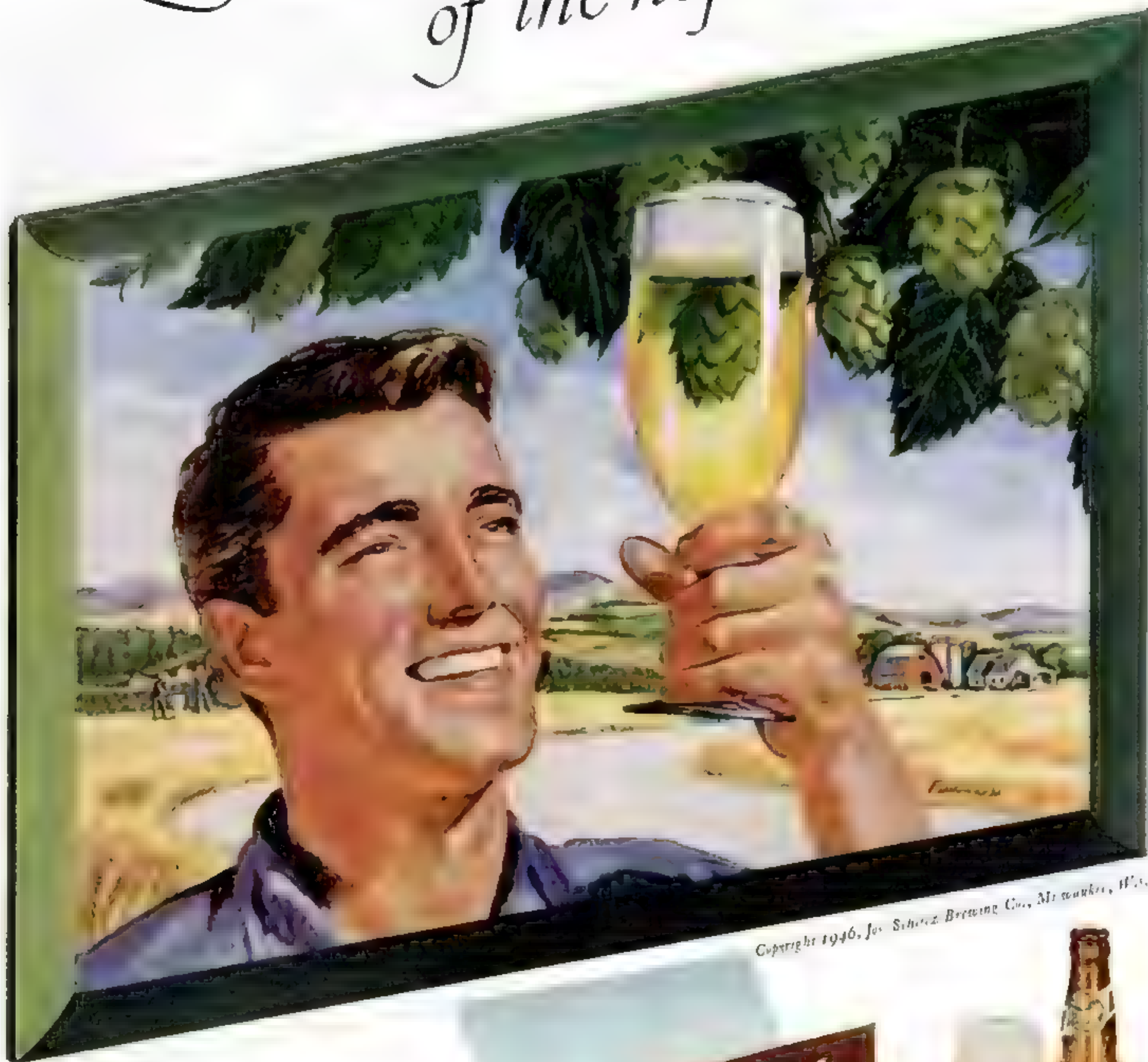


MISSISSIPPI RIVER STEAMBOAT

MISSISSIPPI PADDLE-WHEELER brings back the romance of the old river days. The floats took three hours to cover seven-and-a-half-mile route.

CONTINUED ON PAGE 149

*Just the KISS
of the hops...*

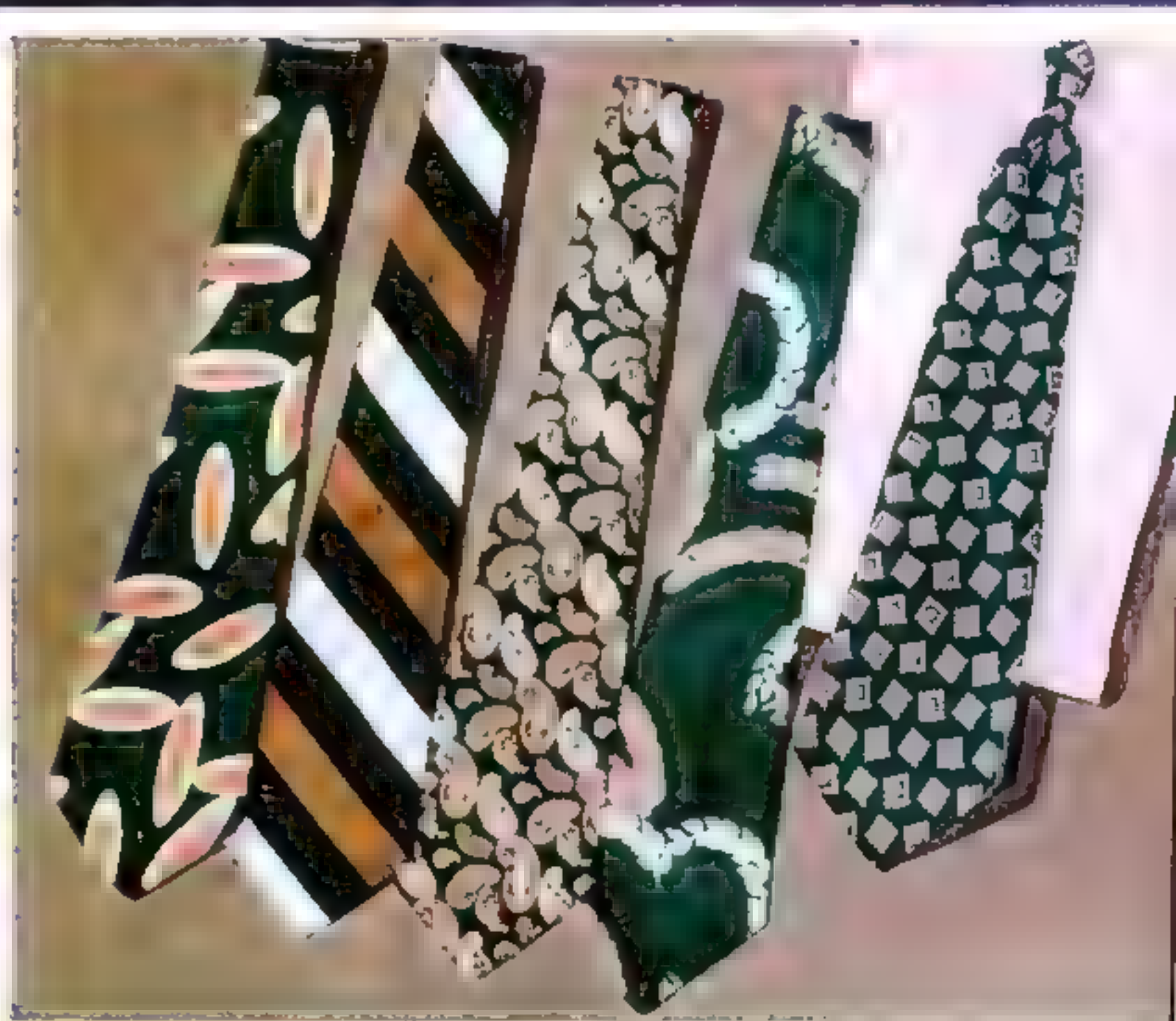


Copyright 1946, Jos. Schlitz Brewing Co., Milwaukee, Wisc.

No harsh bitterness...

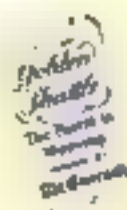


THE BEER THAT MADE MILWAUKEE FAMOUS



Three New Tie Colorings

2.50



These three new tie colorings are from a large collection of unusual shadings created by McCurrach especially for this Fall season. They have been styled in various pattern types and fabrics all woven with fine Celanese rayon yarns. Ask to see McCurrach ties at better stores everywhere.

McCurrach

McCURRACH ORGANIZATION, INC., Dept. D • 411 FIFTH AVENUE, NEW YORK 16, N. Y.

Write for full-color booklet, "Necktie Notes"



How to tie Windsor, Bow and other tie knots.



SPECIAL MAID OF HONOR is crowned by the Prophet in ceremony before actual Queen (see below) is revealed. Her crown is replica of the Queen's.



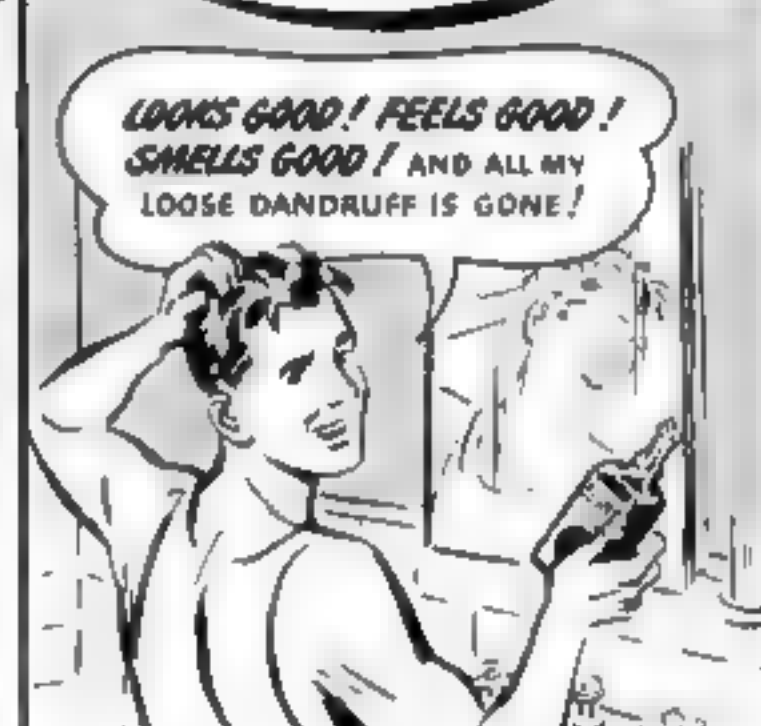
THE ROYAL PAIR grace their thrones as the Queen smiles graciously for her followers. During her one-year tenure the Queen is pledged not to marry.



**NO DATE FOR A
SNOW MAN**



LISTEN BROTHER - GIRLS WON'T DATE
A DANDRUFF SNOW MAN!
BETTER GET RID OF YOUR
DANDRUFF.



LOOKS GOOD! FEELS GOOD!
SMELLS GOOD! AND ALL MY
LOOSE DANDRUFF IS GONE!



FAIR AND WARMER
HE'S MAKING PLENTY OF
HEADWAY NOW. TOO
HOT AROUND HERE
FOR ME.



**JERIS KEEPS HAIR
WELL-GROOMED
FREE OF
LOOSE DANDRUFF
ANTISEPTICALLY
CLEAN
AND IT'S
NON-GREASY**



**NOW JERIS KEEPS MY
HAIR WELL-GROOMED
- ALWAYS FREE OF
LOOSE DANDRUFF**



MY TEETH
NEVER LOOKED
BRIGHTER SINCE I
DISCOVERED THIS
POWDER-MOISTEN
CLEAN
ROUTINE!

THE 3 STEPS

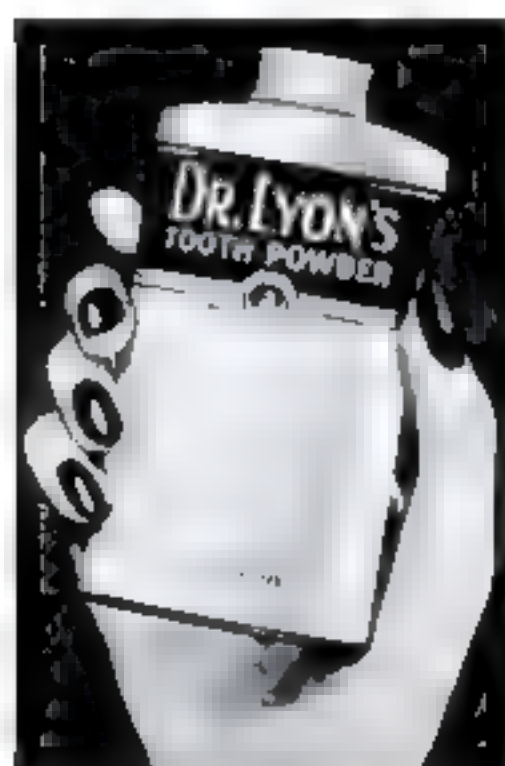
to naturally bright, sparkling teeth

HAVE YOU DISCOVERED Dr. Lyon's and the thrilling powder...moisten...clean routine for brightening teeth? Try it — and see if you ever go back to other methods again!

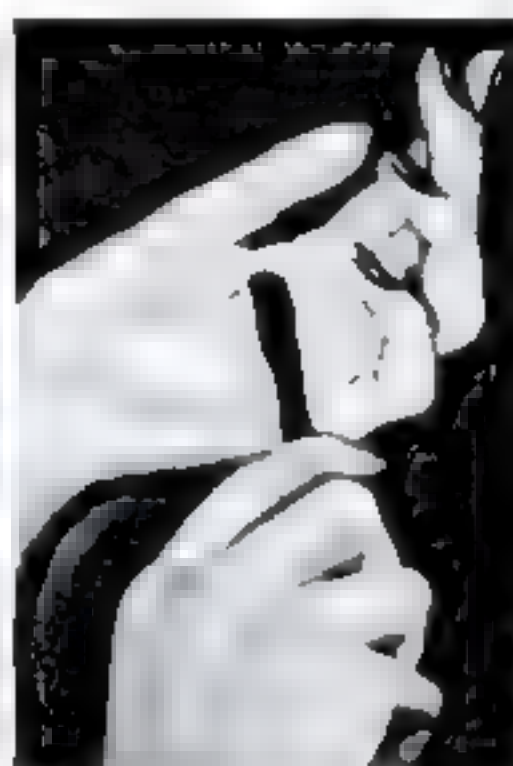
As you know, when your dentist cleans your teeth twice a year, he often starts with a powder made for use by dentists only. He moistens this powder

and with this mixture cleans your teeth.

Dr. Lyon's is a different kind of fine dental powder made especially for daily home use. For an attractive, sparkling smile, do as countless thousands do: Have your dentist clean your teeth twice a year with his special dental powder — and clean them at home twice a day with Dr. Lyon's Tooth Powder.



POWDER Dr. Lyon's is bought and used by more people than any other tooth powder. They must be convinced that Dr. Lyon's Tooth Powder does something special for their teeth.



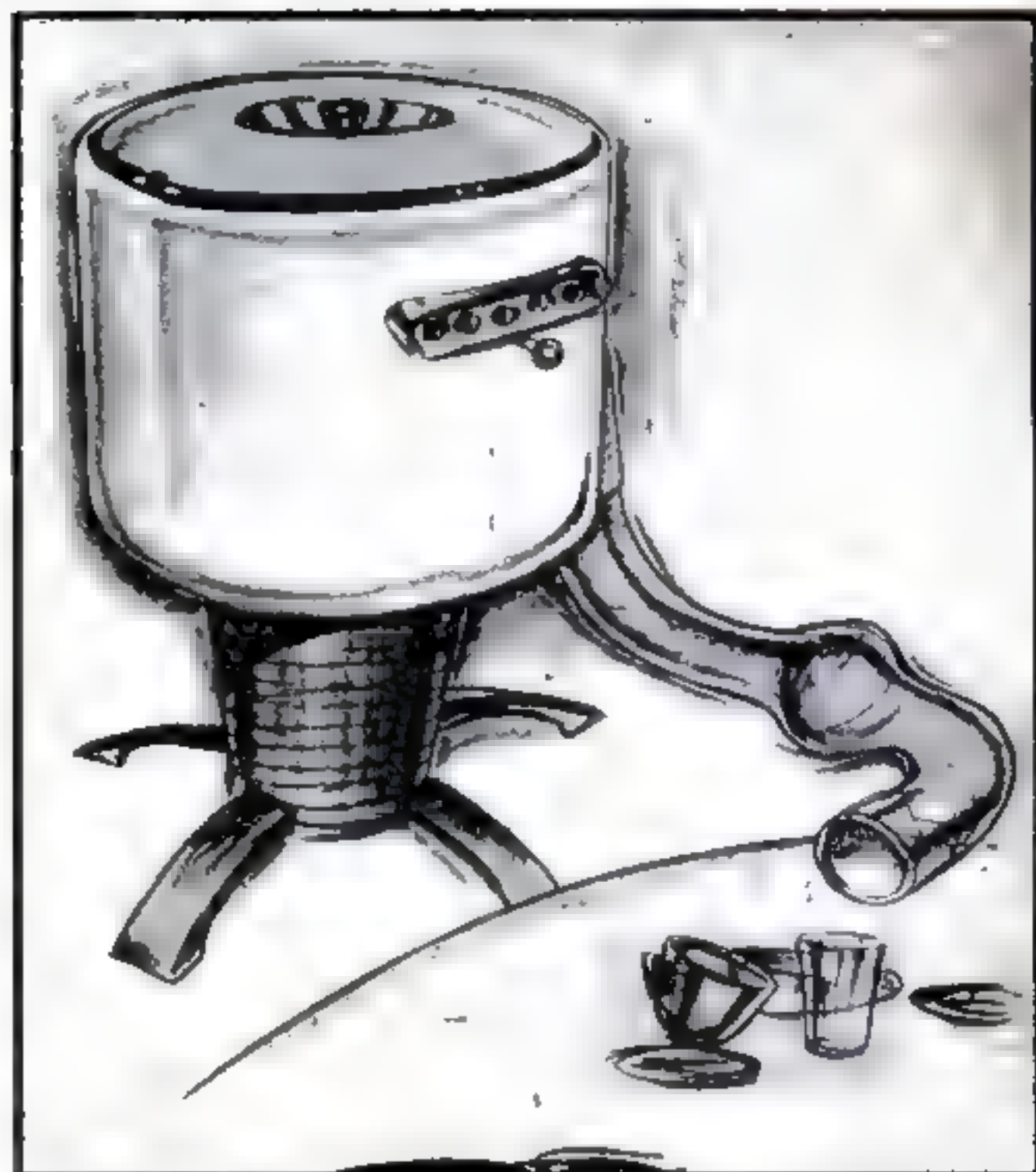
MOISTEN You sprinkle a little Dr. Lyon's Tooth Powder in the palm of your hand, moisten it with the wet brush, and you're ready to brush your teeth thoroughly, quickly, pleasantly.



CLEAN Polishes as it cleans. That's because an experienced, practicing dentist put into Dr. Lyon's Tooth Powder the best known ingredients so necessary for polishing and cleaning teeth. Try it!

DR. LYON'S
AMERICA'S NO. 1 TOOTH POWDER

MISCELLANY



DISHWASHER GRINDS UP DIRTY DISHES, MAKES NEW ONES, SETS TABLE



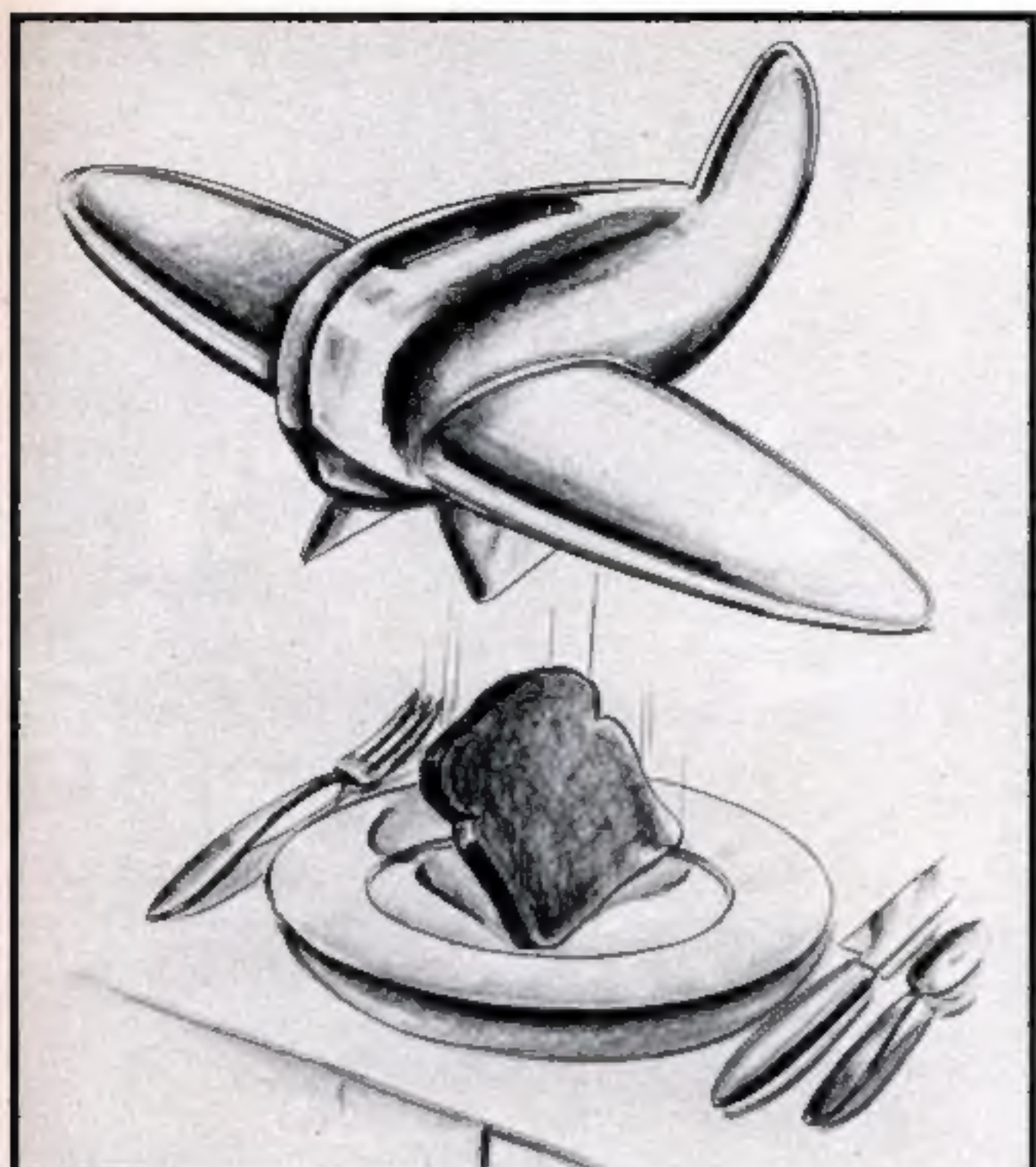
SERIOUS DESIGNS by Reinecke (left), partner J. F. Barnes include electric guitars.

NEW DESIGNS FOR LIVING

An industrial artist mocks
wonderful postwar gadgets

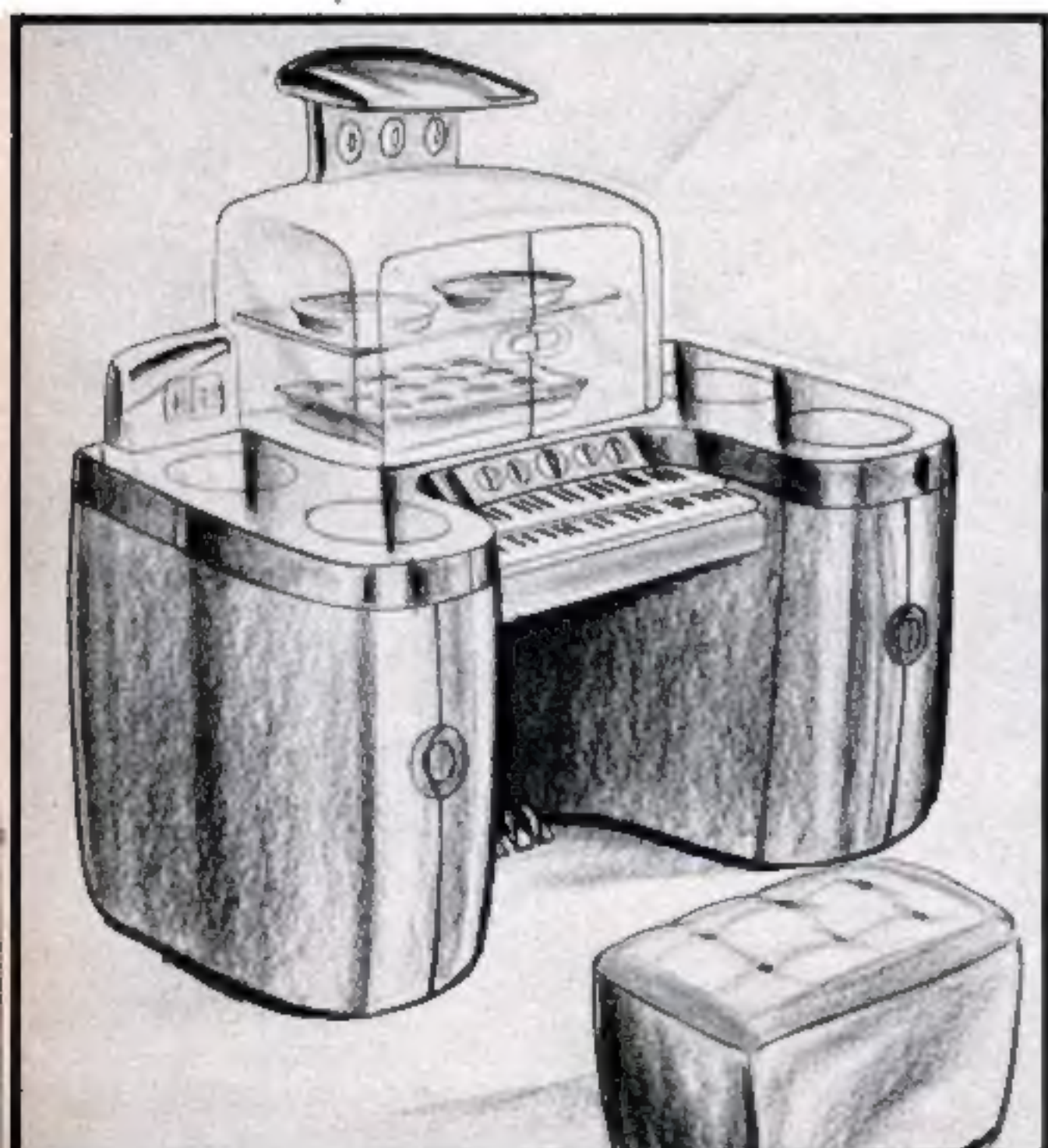


PERMANENT-WAVE MACHINE can be changed over from hair-waving to hot-dog-cooking. Clamps fit curls or frankfurters. Machine's top is bun warmer.



ENTIRE TOASTER POPS UP, FLIES OVER THE PLATE, DEPOSITS TOAST

The marvelous contrivances on these pages, designed to take practically all the effort out of postwar living, are the brain children of a top-notch Chicago industrial designer named Jean O. Reinecke. Like many U.S. industrial designers, Reinecke has lately acquired a towering sense of frustration because so few of his serious designs seem to be finding their way through the maze of strikes and shortages to an eager public. To get some of this resentment out of his system and to brighten serious lectures he delivers to business groups, Reinecke concocted the mocking gadgets shown here. Other Reinecke inventions include a washing machine with built-in radio which announces the dirty clothes; a butter-saving dispenser which screams in agony after the second squirt of butter; an electric three-speed revolving fork for unskilled spaghetti-eaters, and a new full-length mirror for people who do not like their looks which reflects, at the push of a button, Clark Gable, Tyrone Power or the owner as he looked 20 years ago.



MUSICAL STOVE has built-in piano with double keyboard and plastic oven. Stove will not operate unless piano is played. *Rock of Ages* produces biscuits.

CONTINUED ON NEXT PAGE

Breathless perfume



Breathless Perfume
1.75, 3.50, 6.75, 12.75
Breathless Eau de Cologne
1.50, 2.75, 5.00
plus tax

CHARBERT



After Shaving Lotion
1.25, 5.00
Eau de Cologne
2.50, 6.50
plus tax

"OF THEE I SING"..MEN'S TOILETRIES

AVAILABLE AT BETTER SHOPS OR WRITE CHARBERT, 730 FIFTH AVENUE, N. Y. 19

McGREGOR



McGREGOR TRAVELLER GREATCOAT

Warmth in tweeds plus sparkling colors! Now, for the first time in sportswear, McGregor brings outer color to outerwear . . . a smartly styled Town-Country-Travel Coat, tailored of richly hued all-wool Tweed, with genuine Beaver-dyed Sheepskin collar. Lined with warm, feather weight 'Donitherm'—the amazing new insulation exclusive with McGregor! About \$60

At all better stores everywhere or write

DAVID D. DONIGER & CO., INC. • 303 Fifth Avenue, New York 16

* REG. U. S. PAT. OFF.

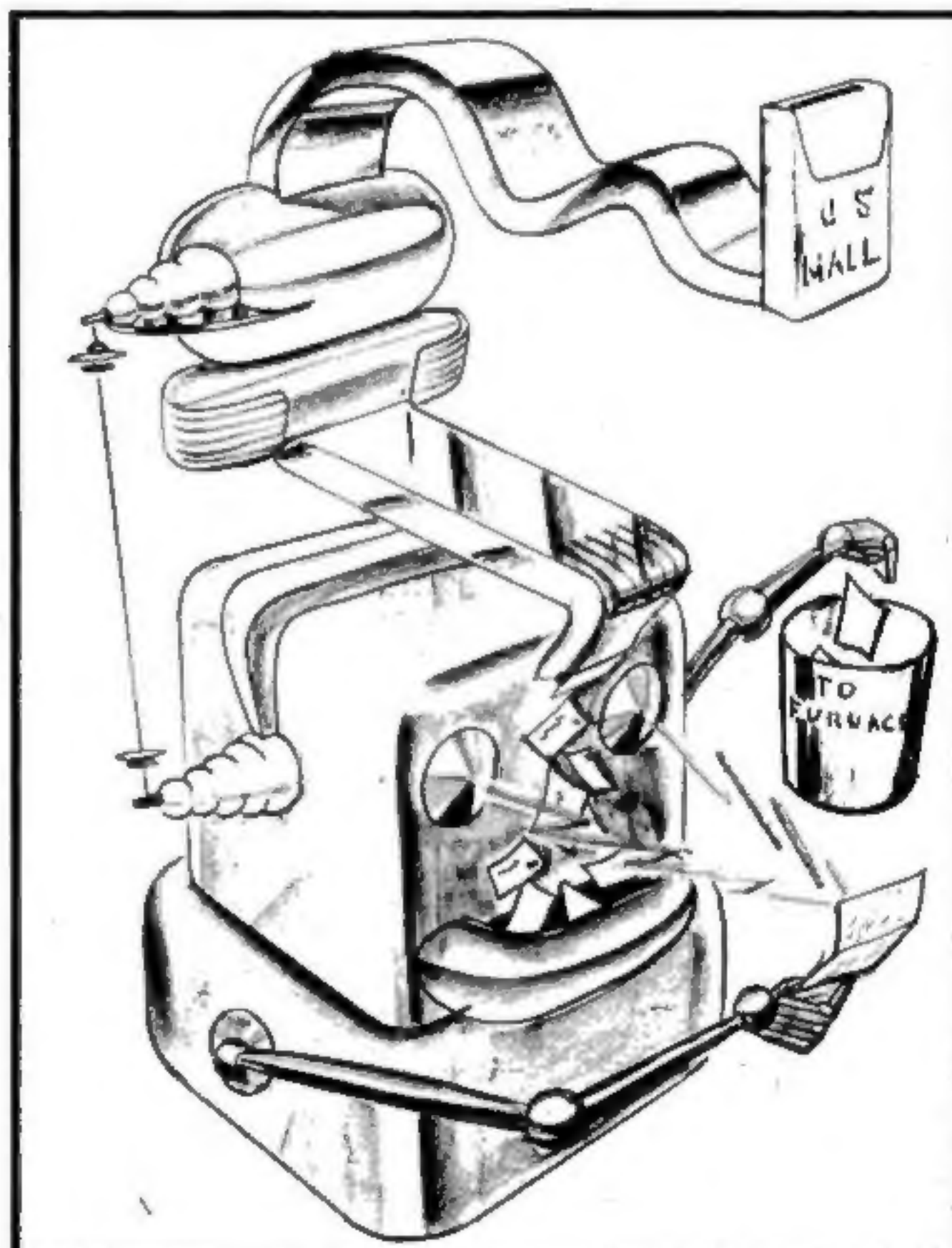
New Designs for Living CONTINUED



CLOCK AND EARPLUG SET is for users of noise-deadening earplugs who cannot hear alarm clock. Special valve pulls plugs out when alarm rings.



AUTOMATIC SHEEP COUNTER is for insomniacs who like to count sheep to induce sleep but cannot sleep because counting keeps them awake.



ELECTRIC MAILBOX burns bills, condenses other correspondence in digest form, leaves all dirty jokes intact, prints form answers to form letters.



ALL-AMERICAN
CHAMPIONSHIP



*At its
pre-war
best*

Class of '82

Class of '82, yes—but even the “old grads” admit
Three Feathers is now smoother, lighter, richer than ever
—the finest-tasting *Three Feathers* in sixty-four years.
One sip will tell you it's the class of '46!

THREE FEATHERS

Reserve
First Among Fine Whiskies



Blended Whiskey 86 proof 70% neutral spirits distilled from grain or potatoes. Three Feathers Distributors, Inc., New York

Copyrighted material

"Now Daddy's got to go to
another 'birthday party,' Son..."



SOMEWHERE high in the sky the
stork is racing.

But the doctor will be at its des-
tination first. Ready and waiting.

Whether bringing life or guarding
it, the doctor's personal life fades
into the background when duty
calls.

He is "on duty" every minute of
every hour of the twenty-four.

But he isn't complaining. Or ask-
ing for any special credit. It's his
job—and he does it.

According to a recent Nationwide survey:

MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

YOUR "T-ZONE" WILL TELL YOU...

T for Taste...
T for Throat...
that's your proving
ground for any
cigarette. See if
Camels don't suit
your "T-Zone"
to a "T."

R. J. Reynolds
Tobacco Company
Winston-Salem, N. C.



TEXAS and Rhode Island... lofty Colorado and the wheat-golden
Dakotas... each and every state of the forty-eight was covered
in this great nationwide survey of 113,597 doctors.

To these doctors, in every state and in every branch of medicine,
three leading independent research organizations conveyed this ques-
tion... What cigarette do you smoke, Doctor?

The brand named most was Camel!

Hardly a surprise to any Camel smoker, though. He figures that
doctors too smoke for pleasure. And that there's a heaping measure
of smoking pleasure in the rich, full flavor and cool mildness of
this superb blend of costlier tobaccos. Try Camels on your "T-Zone."

CAMELS *Costlier Tobaccos*